



A Book Review by Robert L. Weinberg, Ph.D.

*Rewiring the Corporate Brain: Using the New Science to Rethink How We Structure and Lead Organizations* by Danah Zohar

Fans of Margaret Wheatley's *Leadership and the New Science* will appreciate Danah Zohar's thoughtful application of the ideas taken from quantum mechanics to modern organizations. Even those who struggle with scientific concepts and models will appreciate the practical applications to business Zohar presents in her 1997 book.

As leaders in organizations face the challenges of rapidly changing markets and increasingly complex systems, both internal and external, many will find the approaches recommended here refreshing and empowering. While Zohar's examples and principles are presented in the terms of quantum and Newtonian science and the paradigms of Eastern and Western thought, students of Generative tools and methods will find the thinking and principles both recognizable and actionable in their work.

Her complaints about the traditional organizational models are, well, traditional. Still she argues in a compelling way for the role of new thinking in creating real change. Her book provides a very accessible and stimulating argument for breaking out of outdated molds and offers tools for creating powerful futures in our modern organizations.