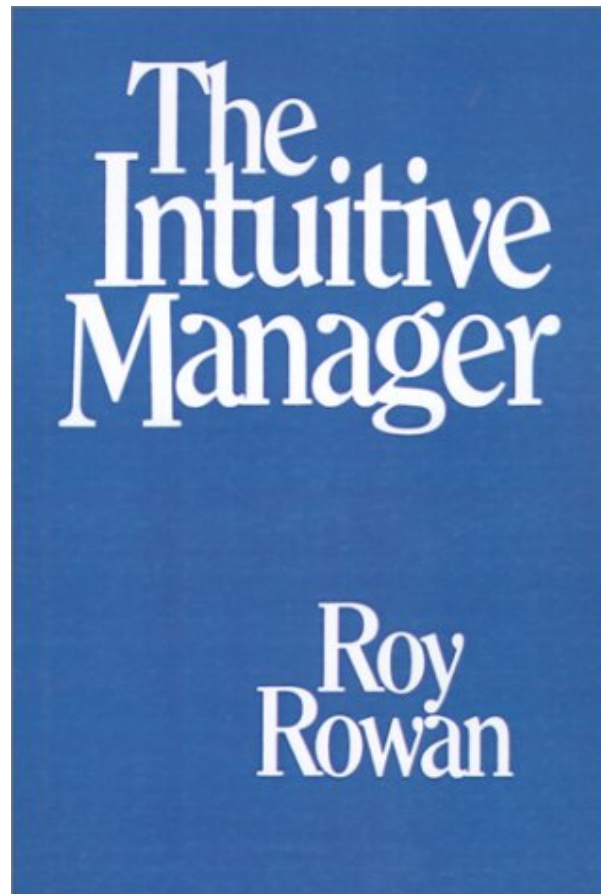


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Rowan speaks eloquently in this work to the value of "hunches, instinct, and gut feelings" as management tools. The text is filled with examples from well-known CEOs, including H. Ross Perot, Mary Kay Ash, David Packard, and Dr. Jonas Salk, as well as references to the research done on right- versus left-brain information processing, and the still mostly unexplained powers of the brain itself. Perhaps the work's most important contribution is a clear statement that intuition is not only okay, but necessary, for good management. Good decisions are based on much more than just numbers from a printout. Highly recommended for all business collections. Michael D. Kathman, St. John's Univ. Lib., Collegeville, Minn. Copyright 1986 Reed Business Information, Inc.

About the Author

Roy Rowan has been a correspondent and editor for "Life", "Time", and "Fortune" and has contributed to other major magazines. He is the author of numerous books and articles on business, foreign affairs, and politics, including "The Intuitive Manager", "The Four Days of Mayaguez", and "Powerful People". He lives in Greenwich, Connecticut.

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Excellent treatment of the role of intuition in business decision making

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Rowan does an excellent job in this book in demonstrating the important role of intuition in business decision making. Intuition is not a priori thinking, guessing, fantasy, imagining different futures, or a shot in the dark. Intuition is an evolved mental capacity of the brain that allows the mind to sift the whole of an individual's past and present personal experiences and apply this aggregate knowledge to a new problem or question where some similarities exist with past problems. The entrepreneurial breakthrough is usually the "final stage of a slow fermentation process". Creativity plays an important role in developing the new question that the entrepreneur will solve with his accumulated intuitive knowledge. The Eureka factor is only the final stage of a long discovery process during which all the loose ends are suddenly seen to fit into place perfectly in a flash of illumination.

Rowan does not overlook the role of deductive logic,rational decision making or scientific management in business decision making.He clearly shows by numerous examples that intuition,creativity,and the courage to act are of equal importance.I have deducted one star due to the author's overlooking the important contributions in this area done by Joseph Schumpeter,Frank Knight,and John Maynard Keynes that were available to him at the time that he published his book.

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