

Daniel H.Pink 著 ‘ A Whole New Mind: Why Right-Brainers Will Rule the Future ’

River head Books, the Penguin Group 2005 年刊を読む

## Six Essential Aptitude - Design, Story, Symphony, Empathy, Play, Meaning

- 1 . The last few decades have belonged to a certain kind of person with a certain kind of mind - computer programmers who could crank code, lawyers who could craft contracts, MBAs who could crunch numbers. But the keys to the kingdom are changing hands. The future belongs to a very different kind of person with a very different kind of mind - creators and empathizers, pattern recognizers, and meaning makers. These people - artists, inventors, designers, storytellers, caregivers, consolers, big picture thinkers - will now reap society's richest rewards and share its greatest joys.
- 2 . This book describes a seismic - though as yet undetected - shift now under way in much of the advanced world. We are moving from an economy and a society built on the logical, linear, computer like capabilities of the Information Age to an economy and a society built on the inventive, empathic, big-picture capabilities of what's rising in its place, the Conceptual Age. *A Whole New Mind* is for anyone who wants to survive and thrive in this emerging world - people uneasy in their careers or dissatisfied with their lives, entrepreneurs and business leaders eager to stay ahead of the next wave, parents who want to equip their children for the future, and the legions of emotionally astute and creatively adroit people whose distinctive abilities the Information Age has often overlooked and undervalued.
- 3 . In this book, you will learn the six essential aptitudes - what I call “ the six senses ” - on which professional success and personal satisfaction increasingly will depend. Design. Story. Symphony. Empathy. Play. Meaning. These are fundamentally human abilities that everyone can master - and helping you do that is my goal.

- Introduction より -

### [ コメント ]

高度情報化社会で大切な Six Essential Aptitude として著者が揚げた Story, Symphony, Empathy, Play, Meaning は、その通り納得できる。Knowledge worker(知識労働者)を目指す人々の必読書。

- 2009年6月15日林明夫記 -