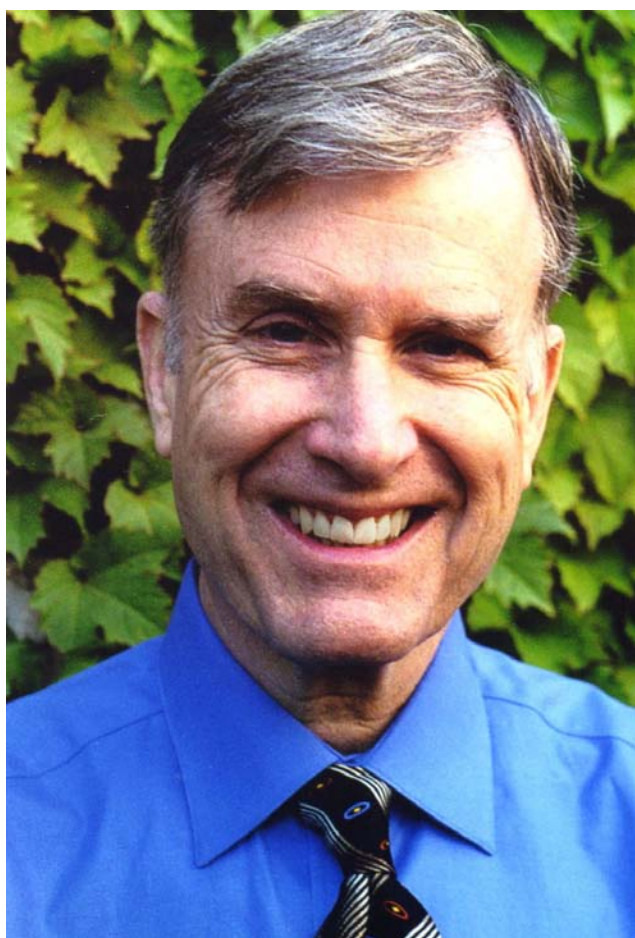




Believing that our intelligence is substantially under our control won't make us smart by itself. But it's a good start.

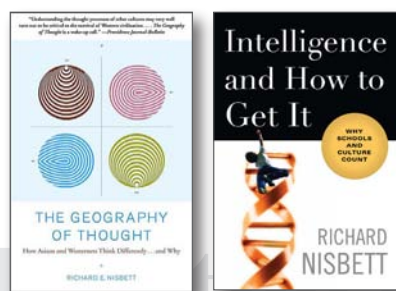


Richard Nisbett

□ *Preeminent authority on how culture affects thinking and behavior.* □

World-class social psychologist and expert on how culture and social context shape human potential and interaction. Helps businesses use cultural understanding to improve performance. Author of *Intelligence and How to Get It*, *The Geography of Thought*, and other well-received books.

Distinguished University Professor, University of Michigan.



Ahead of the Curve

Highlights

Dr. Richard Nisbett is one of the world's foremost authorities on **how culture and social context affect thinking, perception and behavior** and **how businesses can use this understanding** to improve performance.

Cultural differences have a profound effect on management and decision making styles, how people respond to advertising images and messages, how people conduct relationships of all kinds, and even on human intelligence. Dr. Nisbett's insights into these differences provide invaluable context for **effective action across cultural boundaries**.

In his new book, *Intelligence and How to Get It: Why Schools and Cultures Count*, Dr. Nisbett challenges the prevailing idea that biology and especially genetics determine intelligence. Instead, he emphasizes **the role of culture in determining intelligence** and he gives us new tools for understanding and fostering the kind of success for which we use 'intelligence' as an indicator.

In his previous book, *The Geography of Thought*, Professor Nisbett looks at how Asians and Westerners think differently and why. This research makes his presentations invaluable for organizations **doing business in China, Japan or Korea**, especially.

Dr. Nisbett is Theodore M. Newcomb Distinguished University Professor at the University of Michigan and is the first psychologist in his field in a generation to be elected to the National Academy of Sciences.

He conducts 3-hour long programs at the University of Michigan for MBA students who are en route to Asia that have **dramatically increased their performance** in developing strategies and building effective relationships while abroad.

A Research Professor at the Research Center for Group Dynamics, Dr. Nisbett also studies group decision making, conformity and independence, and social factors affecting school performance, among other subjects.

Intelligence and How to Get It

What determines intelligence? For decades discussion of this question has left out the most important factor in determining intelligence—culture. In his new book *Intelligence and How to Get It: Why Schools and Cultures Count*, world-class social psychologist Richard Nisbett takes on the idea of intelligence as something that is biologically determined and impervious to culture. This has immense implications for the role of education in **social and economic development**. Dr. Nisbett asserts that intelligence is not primarily genetic but is largely a matter of environment. His exciting new ideas give us new and effective tools for **understanding and fostering success**.

• Credentials

- Theodore M. Newcomb Distinguished University Professor, University of Michigan;
- Co-Director of the UM Culture and Cognition Program
- Research Professor at the Research Center for Group Dynamics of UM's Institute for Social Research
- First social psychologist in a generation to be elected to the National Academy of Sciences
- Distinguished Scientific Contribution Award, American Psychological Association
- William James Fellow Award, American Psychological Society
- Guggenheim Fellowship