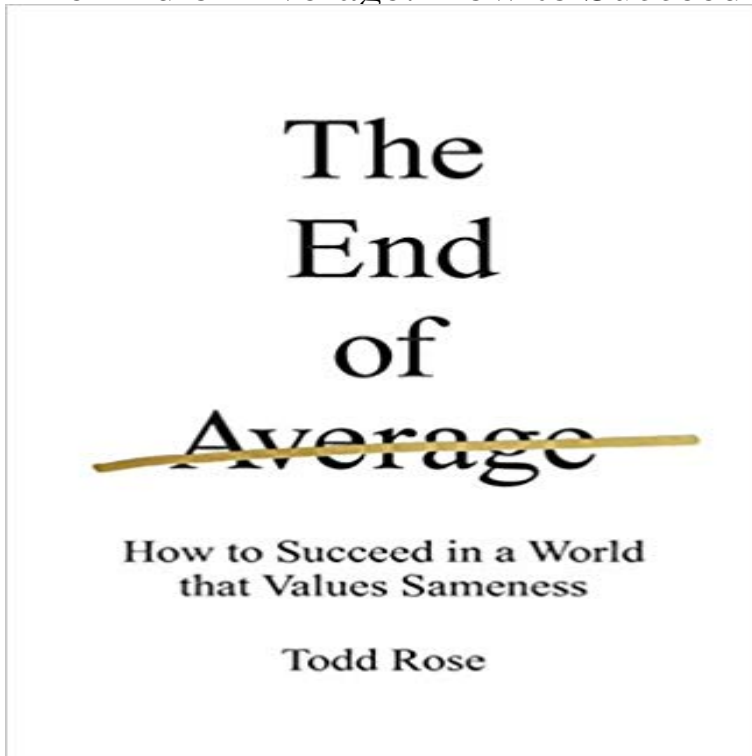


The End of Average: How to Succeed in a World that Values Sameness



Why don't Myers-Briggs personality tests really work? Why are HR tests for new employees often meaningless? Is there another way of ranking students performance? We all behave, learn, and develop in different ways, but these unique patterns of human behaviour get lost in massive systems that play to average performance and average abilities. From academic grading methods to job applicant profiling and even medical treatments, these systems ignore our differences and ultimately fail at measuring and maximizing our potential. The End of Average draws on the very latest findings in the fields of psychology and sociology to show how, when we focus on individual findings rather than group averages, we are empowered to rethink the world and our place in it. Fascinating, engaging, and practical. Amy Cuddy Transforms our understanding of who we are and what's important. Seth Godin

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