HOWARD GARDNER is professor of cognition and education at the Harvard Graduate School of Education. He is also a senior director of Harvard Project Zero. Dr. Gardner, a graduate of Harvard University, is the recipient of twenty-one honorary degrees from universities and colleges in a number of countries. He is the author of more than twenty books including Changing Minds, Good Work and Multiple Intelligences. Dr. Gardner was selected by Foreign Policy and Prospect magazines as one of 100 most influential public intellectuals in the world in 2005.

Dr. Gardner’s Web site is at www.howardgardner.com.
MAIN IDEA

The marketplace of the 21-st century is certain to feature accelerating globalization, rapid increases in the amount of information which is available and stunning breakthroughs in science and technology. What will it take to succeed in that kind of world? Irrespective of how the future will eventually unfold, there are five types of cognitive abilities or “minds” which are certain to command a premium in the years ahead:

1. The Disciplined Mind
   - Be able to select key information from a wide variety of sources and arrange that information in ways that make sense and add value

2. The Synthesizing Mind
   - Understand and apply the structured ways of thinking associated with academic disciplines or major professional fields
   - Go beyond existing knowledge to fashion new solutions that build on and enhance what has been done before in the same field

3. The Creative Mind
   - The creative mind builds on discipline and synthesis to put forward new ideas, fresh thinking and unexpected solutions to problems
   - Creativity and originality have always been highly valued in business and the ability to go beyond existing boundaries and fashion ideas which stretch the boundaries of what’s possible will remain highly valued in the future. It is entirely feasible in the future, those corporations which embrace innovation will outperform by a considerable margin those that do not.

4. The Respectful Mind
   - Respect deals directly with our relations with other human beings. Nowadays, it is impossible to do business without considering how what you do impacts on others. To be respectful means you welcome differences, you try to understand where others are coming from and you attempt to work harmoniously with them.

5. The Ethical Mind
   - Ethics has moved to center stage with all of the corporate accounting scandals which have made the news in recent years. In simple terms, ethics is about understanding your role as a worker or as a citizen and acting accordingly. You have to act in ways which are consistent with your personal beliefs and which can withstand scrutiny should the tables be turned at some point in the future. To act ethically means for you and your organization to do all those things which will make you proud rather than hiding in a veil of ignorance.

If you plan on excelling in the future, cultivate these five very different and distinctive ways of thinking.
We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you’ll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

**Knowledge is Power — Invest in Your Future**

For just **$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

**1,000 Top Business Book Summaries**

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

- **BUSINESS PLANS**
- **MANAGEMENT**
- **PRESENTATIONS**
- **SALES**
- **LEADERSHIP**
- **MOTIVATION**
- **STRATEGY**
- **AND MORE**