

BOOK PRESENTATION, University „PEF“ - Vienna
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**OBERMAYR-BREITFUSS, R. (2005) *Intuition: Theory and Practical Applications;*
Books on Demand , Inc., Norderstedt 2005, 583 pages, EUR 49.90, ISBN 3-8334-1893-1**

“What is intuition?” The author answers this question in her book, which is based on extensive empirical studies on intuition research. In the course of doing them, Ms. Obermayr-Breitfuss became the first person to go the route of qualitative and quantitative research.

The multiple layers of intuition phenomena lead one first of all to deal with the abstract concepts. To do this, the author not only drew on test subjects from the various disciplines, but also from the intercultural area in order to describe in their entirety the interdisciplinary concepts in relation to intuition, as seen in the areas of spirituality, intellect, science, psychology, education and economics.

The importance of seeing the phenomena of intuition in their entirety led the author to a search for a suitable worldview that allows a greater holistic-ness than what she knew as a Gestalt therapist from Gestalt philosophy. The author took up and further developed Franz Moser’s scientific work to combine the new findings in quantum physics with the holistic world view. She did this by integrating the 2-world model from the Hindu worldview following Mikhael Aivanhov.

The usefulness and the application of intuition in business is becoming more and more a question of survival due to more and more complex and quicker processes as well as shorter life cycles. This concerns product development as well as manufacturing processes. Simpler and quicker decision-making processes will be significant advantages over logical-analytical decision-making processes. The intuitive ability of a manager is a central leadership quality he or she can use in all areas of business. Rivalry and competition will develop in favor of co-operation and networking. On the basis of this book, Intuitive Thinking in Management is already being taught at a private university in Austria. Intuition applied in, for example, supervision and coaching makes it possible to recognize the core issues in a process more quickly and thus accelerate the solution-finding process.

With this book the author has succeeded in making an important contribution to a subject that is becoming more and more relevant. In both theoretical and practical ways the author presents intuition as a natural mental ability of human beings. This publication can be the basis of an intuitive understanding for further works of research (dissertations, master theses) and can lead to new views in a paradigm shift that is taking place.

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