

# CHANGING MINDS

The Art and Science of Changing  
Our Own and Other People's Minds

Howard Gardner

<b>Technische Universität Darmstadt</b>
Fachbereich 1
Betriebswirtschaftliche Bibliothek
Inventar-Nr.: 59.768
Abstell-Nr.: B4/616
.....
.....
.....

HARVARD BUSINESS SCHOOL PRESS  
BOSTON, MASSACHUSETTS

# Contents

<i>Preface</i>	ix
1. The Contents of the Mind	1
2. The Forms of the Mind	23
3. The Power of Early Theories	49
4. Leading a Diverse Population	69
5. Leading an Institution: How to Deal with a Uniform Population	91
6. Changing Minds Indirectly—Through Scientific Discoveries, Scholarly Breakthroughs, and Artistic Creations	113
7. Mind Changing in a Formal Setting	133
8. Mind Changing Up Close	149
9. Changing One's Own Mind	173
10. Epilogue: The Future of Mind Changing	199
<i>Appendix</i>	213
<i>Notes</i>	223
<i>Index</i>	235
<i>About the Author</i>	243