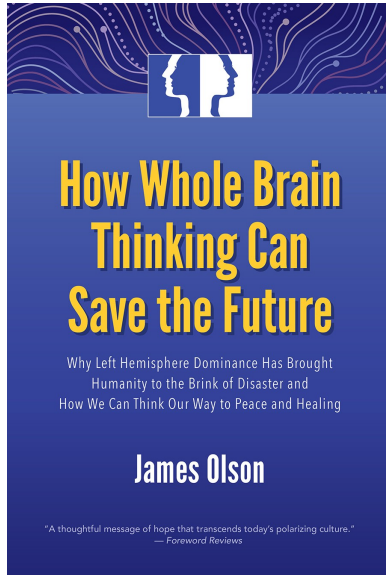


FOR IMMEDIATE RELEASE



How Whole Brain Thinking Can Save the Future

**The Divided Brain's Remarkable Effect on
Consciousness and Culture**

James Olson

A practical inquiry into the operating systems of the
left and right brain hemispheres and their surprising influence
over lifestyle, politics, business, and religion

**Winner of the 2017 Montaigne Medal, presented to the most
thought-provoking books, works that illuminate, progress, or redirect thought.**

In 1981 a Nobel Prize was awarded for the discovery that each brain hemisphere was independently conscious and had contrasting functions. The public became fascinated, and popular ideas about left- and right-brain-dominant personality types entered the parlance. Yet, this important discussion eventually tapered off. Captivated by the brain's complexity and supported by improved technologies, researchers turned to narrower concerns, focusing especially on the brain's various parts—its so-called “modules.” But many of today's scientists and thinkers are returning once again to consider the split-brain phenomenon, and one result is a revolutionary new synthesis proposed by integral philosopher James Olson in his book *How Whole Brain Thinking Can Save the Future: Why Left Hemisphere Dominance Has Brought Humanity to the Brink of Disaster and How We Can Think Our Way to Peace and Healing* (Origin Press, January 2017). The author's previous book on philosophy and neuroscience was winner of numerous national awards, including ForeWord Reviews Philosophy Book of the Year in 2011.

A Holistic Look at the Science of Brain and Consciousness

Although we've been told for decades that we only use a small portion of our brain's capacity, it is now known that the entire brain is active in some way and split into a team of specialists. Yet either hemisphere can manage the whole of the brain and for most of us this is what happens—so only one of our two brain hemispheres is actually running the show. And for a majority of us, that's our left-brain. *How Whole Brain Thinking Can Save the Future* explores the serious crisis we now face because of the left-brain bias in our civilization and offers solutions.

Adopting a holistic and interdisciplinary approach, Olson outlines the brain's role in informing consciousness by showing how genetic dominance can combine left- and right-brain operating systems and create two more, and how four can produce 16 systems producing 16 variations in consciousness. He pursues a special focus on problems that result when the two sides of the brain fail to harmonize—such as we experience with internal and external mental conflict—and how to resolve them through education.

On one level, *How Whole Brain Thinking Can Save the Future* is about the differing perspectives of the left and right hemispheres of the brain and their profound effect on our lives, culture, and environment. But it is also about our search for truth—about who we are as human beings, and how we can achieve a peaceful world. Scientific research and observation are essential to understanding ourselves, but mere data and analysis lack the crucial dimension of those human experiences, which if cultivated properly lead to wisdom and ultimately to a life characterized by a more holistic approach.

How Whole Brain Thinking Can Save the Future explores how we can achieve peace—with ourselves and our world—by better understanding the functioning of the brain’s two management systems. When we look at how the brain influences our beliefs—the programming that governs our day-to-day existence—we see that when our beliefs are limited to the insights of only one hemisphere, they can sabotage even our best efforts to realize our deepest longings and desires. The book also addresses the political polarization that is tearing America apart. If politicians and pundits employed a whole-brain perspective, Olson shows, this would allow them to see the complementary nature of the two sides and know how to unify themselves and the country.

What you’ll learn inside this book:

- The way brain hemispheres work and why you think the way you do
- How men can better understand women and women truly understand men
- How to improve your decision-making by consciously using both hemispheres
- Why you feel certain attractions, repulsions, and compulsions
- A revolutionary theory about sexual orientation
- The source of our political polarization and how to reverse it

In addition to Eric Hoffer’s prestigious Montaigne Medal, book awards include a Silver Nautilus award in the Science, Cosmology and Expanded Consciousness category, an IPPY for Philosophy/Mental Health, and *Foreword Review’s* 2017 Body, Mind, Spirit Book of the Year.

* * *



About the Author: James Olson is an integral philosopher whose studies have included religion, art, psychology, neuroscience, and systems management. He has attended the University of Vienna; Oklahoma University, where he received a Bachelor of Business Administration; and the Kansas City Art Institute. Following the unifying guidelines of philosophy and drawing on his broad education, Olson has made it his mission to help bring the planet’s masculine (dualistic left-brain) and feminine (holistic right-brain) energies into greater harmony, through his advocacy of whole-brain thinking. Olson’s first book, *The Whole-Brain Path to Peace* earned several national book awards, including *Foreword Reviews* 2011 Philosophy Book of the Year. TheWholeBrainPath.com

* * *

HOW WHOLE BRAIN THINKING CAN SAVE THE FUTURE

Origin Press / Paperback / 334 pages / \$ 19.95

ISBN: 978-1579830519 / eBook ASIN: B01M7P61SB

James Olson

January 10, 2017

Index / Bibliography / Illustrations

“The author’s multidisciplinary approach harnesses neuroscience, philosophy, and careful observation . . . **Olson’s tone and style is clear, concise, and accessible** across academic realms and areas of interest. Audiences will have much to ponder and apply as they better understand the functions of their own brains—and how those elements affect their perceptions of the world. . . [Olson’s book] offers **a thoughtful message of hope that transcends today’s polarizing culture.**” —**Foreword Reviews**

“A powerful survey that goes beyond the usual psychological and neuroscientific approaches to brain operations to apply them to everyday living.” —**Midwest Book Review**

“A fascinating and important read. Olson provides **an essential missing piece to understanding ourselves** —**Anodea Judith, PhD**, bestselling author of *Eastern Body, Western Mind*