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BOOK REVIEW

"The power of Social Intelligence"

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To become an effective Social person without reading this book will be like an incomplete effort one makes to pursue a successful social lifestyle. This book deeply engrosses readers in various social situations that any executive would experience while advocating the embellishment of social skills in real life scenarios. A simple message that one should never give up and constantly attempt directed efforts with full positive adjustments can turn any adverse situation favorable within no time.

The book revolves around the tips required by any individual to successfully counter social requirements that can make a lasting impact on peoples mind when ever and where ever any one faces, it can ease social pressures in minutes through application of social intelligence techniques

The book is an eye opener for all business executives as it is not just a business degree that constructs competency but also small learning from everyday life and committed social lifestyle that can teach you to solve any complex situation successfully by learning and developing social intelligence techniques.

Review Message 1:

Believing in the power of Social Intelligence:

The book constantly guides readers to believe in the magic of developing interpersonal skills of social intelligence which is to initiate the keenness to learn and flexibly adopt social intelligence techniques learning in every day work. As the author advocates that being successful socially has a fortunate immediate and positive impact on your wealth and on your physical well being. The author narrates the work of psychologist Shelden Cohen stating that diverse social networking induce a" feel good factor" that also boost the ability of the human immune system to attack invading viruses.

Review Message 2 :

Use what language you will, you can never say anything but what you are:

While feeling the increasing significance of body language the author highlights that 55 percent of all meaning conveyed in any act of communication is given by your physical demeanor, Author Tony Buzan states that your posture, energy levels, eye contact, foot movement all communicate much before the actual communication starts. Discussing the American research, he narrates that mirror neurons found in monkeys brain exactly corresponds to the speech production region of the human brain too which at times affect humans to imitate each other while communicating in the society.

Review Message 3:

A man without a smiling face must not open a shop:

This is one of the best lessons any business executive can learn, the book states that a simple smile is the best way to win and influence people, the author calls this" primary effect" and emphasizes that this is an epidemic as the connected people keep passing on the smiles endlessly throughout the day. Quoting Helen Colton from the book joy of living the author states that if you greet and hug people with appropriate gestures of affection hemoglobin in your blood also increases significantly and it is this that supplies and carries oxygen making your healthy heart and brain.

Review Message 4:

Making Connections of body language first:

How to motivate your organizations work force and make your employees cheerful to eradicate negativity is remarkably narrated here when the author here stresses upon the emerging importance of active listening and Von Restorff effect, Tony Buzan highlights that try listening for twice as long as you speak and your social intelligence will receive a big boost, concentrate on the content and not on the delivery and you will reciprocate in a good manner for your people, communication must contain open listening and mind mapping which is required in this process and any rejection of opinion must be in a sympathetic manner. To make an overall lasting effect one can also apply Von Restorff effect that is to use a distinctive stand out effect and conquer peoples' memory.

Review Message 5:

Attitood about attitude: Flight Fight Insight

Quoting Abraham Lincoln the author states most folks are about as happy as they make up their minds to be and most of us develop this by mimicking others and under peer pressure. Quoting a research report on accident finding the author mentions that if parents are good drivers their children will also be good drivers which happens through back seat mimicking as humans tend to copy best behavior, this social interaction is so great that it completely distorts our individual perceptions and overall attitude. The author further states generalizing or stereotyping others can also break one of the most fundamental laws of social intelligence that is to treat each person as a unique individual. One must develop understanding of individual temperament or attitude and must fight to understand individual person developing an insight rather than taking a flight from the situation.

Review Message 6;

Told I can't Think I can't:

Discussing the role of self confidence and positive approach, the author states that negative social stereotypes can affect the way we judge ourselves and influence our abilities and that is where commercial advertisements too play an important role in influencing mindset of consumers. Quoting the experiment done on girls for solving mathematical models, the girls finally did much better than boys after training, where initially they believed boys to be always good in mathematics performing better.

Review Message 6 :

Personalize Negotiations and Collaborate For Success:

Explaining the final trick of social intelligence the author directs readers toward collaborative effort and personalizes negotiations so it results into a win-win for all.

He narrates the story of Canadian natural History film crew elaborating the relationship between the reindeer and the wolf pack, both the animals migrated during winters to grassy lands and mutually respected each others presence except when at certain times the wolves preyed on the feeble reindeer for food only, consequently true negotiations take place only when each side exhibit mutual respect.

Narrating the tale of wolverine, grizzly bear and a she wolf hunting on the same carcass, the author states that wild life experts were amazed when they saw all three feasting turn by turn on the same carcass instead of fighting to be supreme and destroying themselves

Review Message 7:

The power of Ten

The author states here that there are 10 intelligences that we each have which are traditionally divided into three major different aspects verbal, numerical and spatial along with others like creative, sensual, physical, personal, sexual and spiritual intelligence.

Spatial is the ability of your eye/body system to perceive and successfully negotiate, physical involves your diet and personality coordination which over all influences your social interacting intelligence skills etc.

The author finally expresses concern over lack of social interaction among teenagers these days as their over reliance on machines and mobile gadgets that have eroded their memory power and this inhibits the development of social skills early in life

The book is an excellent read for the corporate world also providing an insight to the fact that any failure on the part of employee motivation also teaches employees to regain confidence through building social intelligence, which is much more than a mere University degree.

Call for Papers: Amity Business Journal

Amity Business School (ABS), Lucknow campus, a part of AUUP is endeavouring to publish **Amity Business Journal**, a bi-annual, refereed double blind reviewed International journal, which attempts to bridge the void between academia and the corporate.

Amity Business Journal will address contemporary issues of General Management. The general themes include topical issues, discussions & practices that attempt to communicate a better understanding on the subject of Management taking competitiveness as a premise.

In order to leverage competitiveness in business, individuals and institutions need to augment their capability and core competence. This would essentially lead to improvisation in decision making. Amity Business Journal intends to cover major perspectives in all domain areas of Management and Business, while attempting to bring out a focused approach in connecting "Theory to Practice".

Objectives

The objective of Amity Business Journal is to collate knowledge and experience on different perspectives of Business & Management, which would benefit Academia, individuals, entrepreneurs, enterprises, policy makers, etc.

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Amity Business Journal will share knowledge with academia, researchers, professionals, entrepreneurs, family businesses and policy makers, thus an attempt to contribute to better business, management and innovative practices.

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Amity Business Journal will publish original papers, conceptual papers, business and management case studies & book reviews. Special Issues devoted to important topics in allied areas of Business & Management will occasionally be published.

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The general theme will be Management but there is no limitation to the articles that will be considered by Amity Business Journal. The journal will encourage articles that attempt in creation of new knowledge both for academics and practitioners. The following issues are for guidance and not restrictive to:

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All papers and cases should be submitted to the Editor, Amity Business Journal, in a word soft copy with subject line "**Submission to Amity Business Journal, ABS, AUUP**". The covering note in the email must specify the paper title, authors name, affiliation and contact details.

Address for Correspondence

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Journal of Amity Business Journal
Guidelines for Submission of Selected Papers

1. Manuscript of the paper

a) Manuscripts must be written in simplistic fashion and offer meaningful implications and recommendations for practitioners. It should be conceptually and theoretically sound to offer significant research findings or insights. Original research findings should be presented in such a fashion explaining the methodology, statistical tools and justification to encourage reading for those who have limited backgrounds in research methods.

b) The paper should start with an introduction and end with a conclusion summarizing the findings of the paper. Paper should have a Title, author(s), affiliation(s), and contact details on the first page. An abstract of not more than 250 words should be included in the beginning of the paper with four to five key words.

c) Besides, paper based on original research, case, book reviews and other thought provoking manuscripts are also encouraged. Articles/cases of an international nature are especially welcome. The editorial goal is to create a journal of relevance for both domestic and international audience.

d) Papers are accepted for publication on the understanding that these contain original unpublished work, not submitted for publication anywhere else.

e) Fact of papers presented/submitted in a conference/seminar must be clearly mentioned at the bottom of the first page of the manuscript and the author should specify with whom the copyright rests.

f) Tables and figures should appear in the Document near/after where they are referenced in the text. Avoid the use of overly small type in tables. In no case should tables or figures be in a separate document or file.

g) Papers are processed through a double blind referral system by experts in the subject areas. To ensure anonymity, the writer's name, designation and other details should appear only on the first page along with the title of the paper and should not be repeated anywhere else.

2. Reference

It is author's obligation to provide complete references with the necessary information References should appear in the text as: "*Filbeck et al*. (2005) reported that……" and the list of all reference must be placed at the end of the manuscript in APA style.

– Basleeris, N. and Huang, M. (2004), "Preferences with frames: A new utility specification that allows for the framing of risk", Working Paper, Stanford University.

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3. Specifications of the paper

- The paper should be typed in MS Word. Maximum size of the paper should be about 6,000 words including title/cover page and references.
- Title of the page should be followed by name, e-mail and affiliation of author(s).
- Use a single column layout with 1" margin on all four sides on A4 size paper.
- Font: Main Body 12 Pt; Style: New Times Roman, 1.5 spacing or the closest comparable font available.

The electronic version of the paper should be sent to the editor at **mjoshi@lko.amity.edu.** Papers must include a clear indication of the purpose of research, methodology, major results, implications, and key references.

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All submissions will be double blind reviewed. Only those papers that are submitted as complete, reach the editor by the due date, and are accepted for publication by peer review will be published. Authors will be requested to provide copyrights of their paper to the conference organizers to ensure consideration for such a publication. The original research papers and articles (not currently under review or published in other publications) will be considered for publication in the Journal.

Normally the review process will be completed in about 6-8 weeks after the submission and the author(s) will be informed of the result of the review process. Papers can be sent back to the authors for rework before acceptance of publication. Such articles will be published only after the rework is considered as complete.

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