

Daniel Pink Outlines a Shift in Thinking

Daniel Pink wrote a bestseller called *Free Agent Nation* where he pointed out to all of us that we are not employees, but free agents who must market ourselves vigorously in order to thrive in the future. He has also written articles on work, business and politics for *Wired*, *The New York Times*, *Harvard Business Review*, *Slate*, *Salon* and *Fast Company* and was a speechwriter for the White House. He is a speaker on economic transformation and business strategy and an analyst of commercial and social trends.

In his new book, *A Whole New Mind*, Pink makes the case that business and the world is shifting and creativity and innovation will be valued more than the traditional skills that have been taught in business schools.