

The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing

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Summary:

The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing Free Ebook Pdf Download placed by Merve Emre on September 11th 2018. This is a ebook of The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing that you can be grabbed this with no cost on willow-smith.org. Fyi, this site dont place pdf download The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing on willow-smith.org, this is just ebook generator result for the preview.

An unprecedented history of a personality test devised in the 1940s by a mother and daughter, both homemakers, that has achieved cult-like status and is used in today's most distinguished boardrooms, classrooms, and beyond.

The Myers-Briggs Type Indicator is the most popular personality test in the world. It has been harnessed by Fortune 100 companies, universities, hospitals, churches, and the military. Its language - of extraversion vs. introversion, thinking vs. feeling - has inspired online dating platforms and BuzzFeed quizzes alike. And yet despite the test's widespread adoption, experts in the field of psychometric testing, a \$500 million industry, struggle to account for its success - no less to validate its results. How did the Myers-Briggs test insinuate itself into our jobs, our relationships, our Internet, our lives?

First conceived in the 1920s by the mother-daughter team of Katherine Briggs and Isabel Briggs Myers, a pair of aspiring novelists and devoted homemakers, the Myers-Briggs was designed to bring the gospel of Carl Jung to the masses. But it would take on a life of its own, reaching from the smoke-filled boardrooms of mid-century New York to Berkeley, California, where it was honed against some of the twentieth century's greatest creative minds. It would travel across the world to London, Zurich, Cape Town, Melbourne, and Tokyo; to elementary schools, nunneries, wellness retreats, and the closed-door corporate training sessions of today. Drawing from original reporting and never-before-published documents, The Personality Brokers examines nothing less than the definition of the self - our attempts to grasp, categorize, and quantify our personalities. Surprising and absorbing, the book, like the test at its heart, considers the timeless question: What makes you you?

"The Personality Brokers"™ Conjures the Mother and Daughter ... "The Personality Brokers" is history that reads like biography that reads like a novel—a fluid narrative that defies expectations and plays against type. The Personality Brokers - PenguinRandomHouse.com The Personality Brokers is history that reads like biography that reads like a novel—a fluid narrative that defies expectations and plays against type." --New York... Click to receive personalized book recommendations daily. The Personality Brokers: The Strange History of Myers ... The Personality Brokers is the fascinating history behind the Myers-Briggs test and the mother-daughter duo who created it. The book was incredibly well-written and well-researched and raised interesting questions about personality psychology, which interest me greatly.

The Personality Brokers: The Strange History of Myers ... The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing [Merve Emre] on Amazon.com. *FREE* shipping on qualifying offers. Inventive and beguiling... The Personality Brokers is history that reads like biography that reads like a novel—a fluid narrative that defies expectations and plays against type. --New York Times Riveting [and. The Personality Brokers - Quiet Revolution The Personality Brokers By Merve.Emre Excerpted with permission from Chapter Fourteen: One in a Million of The Personality Brokers: The Strange History of Myers-Briggs and Personality Testing. "The Personality Brokers"™ Review: A Blurred View of Who ... By calling the test result an "indicator," Myers and Briggs removed the potential anxiety of being found wanting.

Book Marks reviews of The Personality Brokers by Merve Emre The Personality Brokers presents a damningly thorough critique of the MBTI: From its lack of scientific merit to its role as a tool of Cold War-era conformity, personality testing looks misguided at best and potentially sinister at worst. Emre echoes Theodor Adorno, who aligned the exercises of personality typing and people-sorting with fascism. The Personality Brokers - bookbrowse.com "The Personality Brokers is a fluid mix of history, research, and first hand reporting that speaks to both true believers and skeptics alike. With her engaging and persuasive narrative, Emre elucidates how personality testing became a cultural force, one whose influence persists.

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