



Igniting Inspiration: A Persuasion Manual for Visionaries

By John Marshall Roberts



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In this provocative book, communication expert John Marshall Roberts exposes the hidden dynamics of inspiration. In so doing, he unveils a bold new paradigm for creating inspirational media and messaging called **Worldview Thinking**(tm). A seamless blend of systems theory, developmental psychology, and common sense, this new framework allows socially conscious people-marketers, business leaders, and activists-to design messages that systematically overcome cynicism and inspire others to act. This book is a thoughtful call to arms for a new generation of forward-thinking leaders who are determined to achieve personal success and fulfillment while also making the world a better place. For more info, please visit worldviewthinking.com.

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Editorial Review

About the Author

John Marshall Roberts is a behavioral scientist and leading expert on the psychology of strategic communications. He is an outspoken advocate for business innovation, and founder of Worldview Thinking, a strategic consultancy with a single focus: to help forward-thinking organizations drive positive change using the science of worldviews.

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