



Why Should I Care About Alfred Adler?

Allan Cox

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In this short companion piece to Allan Cox's book, *The CEO in You*, you'll get a taste of whether or not you want to engage in a truly unique form of personal exploration. Cox has taken the central concept of Alfred Adler--the pioneer-founder of Individual Psychology--and molded it over a period of 30 years to the benefit of many CEOs, top executive teams and their companies. Adler, by the way, along with Freud and Jung, make up the "Holy Trinity" of modern psychology. You've heard about the inferiority complex and birth order. These are just two insights from Adler. In this companion piece and the larger book, too, Cox focuses on Adler's work of pure genius, *The Style of Life*. It's a wakeup call, no matter what your world's walk.

* Without realizing it, you are likely to be on a life course that is either a looming threat that leads to failure or a guardian presence that assures you of a meaningful and contributing life.

* You'll often see these life choices clearly in others but not so well in yourself.

* Which is it for you, easing your way through the life's transitions or taking wrong turns that set you up for missed opportunities?

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