



# Emotional Intelligence: Why it Can Matter More Than IQ

[\*Daniel Goleman\*](#)

The groundbreaking bestseller that redefines intelligence and success Does IQ define our destiny? Daniel Goleman argues that our view of human intelligence is far too narrow, and that our emotions play major role in thought, decision making and individual success. Self-awareness, impulse control, persistence, motivation, empathy and social deftness are all qualities that mark people who excel: whose relationships flourish, who are stars in the workplace. With new insights into the brain architecture underlying emotion and rationality, Goleman shows precisely how emotional intelligence can be nurtured and strengthened in all of us.