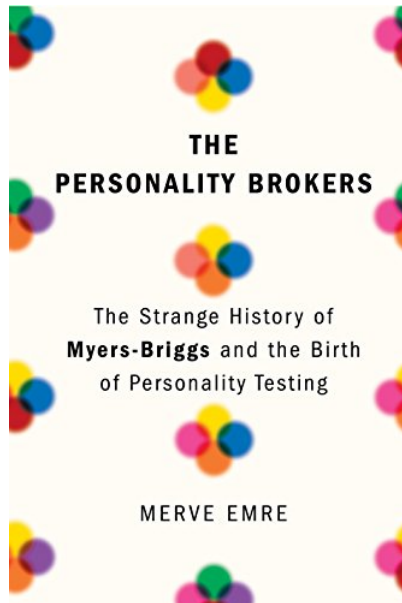


[Free PDF File] The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing



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An unprecedented history of the personality test conceived a century ago by a mother and her daughter--fiction writers with no formal training in psychology--and how it insinuated itself into our boardrooms, classrooms, and beyondThe Myers-Briggs Type Indicator is the most popular personality test in the world. It is used regularly by Fortune 100 companies, universities, hospitals, churches, and the military. Its language of personality types--extraverts vs. introverts, thinkers vs. feelers--has inspired television shows, online dating platforms, and BuzzFeed quizzes. And yet despite the test's widespread adoption, experts in the field of psychometric testing, a \$2 billion industry, have struggled to validate its results--no less account for its success. How did Myers-Briggs, a homegrown multiple choice questionnaire, infiltrate our workplaces, 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 devoted homemakers, novelists, and amateur psychoanalysts, Myers-Briggs was designed to bring the gospel of Carl Jung to the masses. But it would take on a life entirely its own, reaching from the

smoke-filled boardrooms of mid-century New York to Berkeley, California, where it was administered to some of the twentieth century's greatest creative minds. It would travel across the world to London, Zurich, Cape Town, Melbourne, and Tokyo, until it could be found just as easily in elementary schools, nunneries, and wellness retreats as in the closed-door corporate training sessions of today. Drawing from original reporting and never-before-published documents, *The Personality Brokers* takes a critical look at the personality indicator that became a cultural icon. Along the way it 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?

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