

Mapas Mentales Acelera Tu Creatividad Spanish Edition

[#mind mapping](#) [#creativity acceleration](#) [#boost creative thinking](#) [#idea generation techniques](#) [#brainstorming tools](#)

Unlock your full creative potential with the power of mind maps. This comprehensive guide focuses on how mind mapping can accelerate your creativity, offering practical idea generation techniques for various challenges. Discover effective brainstorming tools to boost creative thinking, enhance problem-solving skills, and unleash innovative ideas for personal and professional growth.

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Mapas Mentales

Esta es la herramienta de los genios Aprende lo más elemental de los Mapas Mentales Te presento el método revolucionario para capturar ideas sobre el papel, tablet o PC, que acelerará tu aprendizaje, retención y creatividad. La herramienta de la mente más poderosa que he conocido y que desatará tu productividad. Aprende cómo avanzar con el pensamiento inteligente. La genialidad no es genética es una manera de pensar Los mapas mentales activan la creatividad infinita y latente en cualquier persona. Si todos los niños fueran instruidos sobre los mapas mentales en la escuela, el mundo estaría lleno de personas exitosas, talentosas y creativas. En este ebook la herramienta que cambio la vida profesional de autor y que le condujo a un éxito profesional inesperado y nunca imaginado. Su testimonio real es espectacular. Ordenar los pensamientos es complicado Cuando tenemos ideas, estas se enmarañan en nuestra mente sin orden y muchas quedan en el olvido o no se relacionan con otras ideas para poder dar lugar a algo creativo y novedoso. Las personas somos visuales, necesitamos 'ver' para entender... lo malo es que los pensamientos son invisibles, inmateriales, inasibles. Necesitamos una herramienta sencilla que nos permita 'ver' lo que pensamos, ordenarlo y conectarlo con otros conceptos. ¿Pero existe esa herramienta mágica? Sí, existe, sigue leyendo... Desde la década de los 60 Tony Buzan recuperó esta idea y la desarrolló hasta convertir la técnica de los MM en una herramienta indispensable en las compañías y negocios, y también en las vidas privadas de las personas. Beneficios de aprender a usar los Mapas Mentales: Resolver problemas y tomar decisiones Establecer objetivos claros Recordar lo que quieras Tomar notas claras y organizadas Dirigir tareas, equipos, proyectos Crear presentaciones, informes, conferencias Las ventajas adicionales: Aplicaciones prácticas en tu vida privada Aplicaciones prácticas en tu profesión, negocio o trabajo Cómo hacer mapas mentales en tu tablet o PC con programas gratuitos y/o de pago Los programas recomendados para PC y Mac que usa el autor Cómo sacar adelante cualquier proyecto haciendo ¡un dibujo o mapa mental! Cómo activar la creatividad con mapas mentales Los errores que no hay que cometer al usarlos Los lectores dicen... Hay un antes y un después en tu vida de introducir los MM. Y averigua qué... ¡Y se quedan con el después! Aprende ahora a usar los Mapas Mentales con esta práctica lectura Es un ebook práctico, claro y que va al grano por eso es breve.

Descarga este ebook en 60 segundos y empieza a diseñar el resto de tu vida para el éxito. El autor está certificado personalmente por Tony Buzan como trainner para formar en mapas mentales. Rompe los hábitos de pensamiento restrictivos y desata tu creatividad

Mapas Mentales

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Th Power of Discipline

THERE ARE MANY SECRETS FOR SUCCESS, AND THIS ONE IS THE MOST EFFECTIVE Imagine creating a habit that builds the ideal life and that, at the same time, is the origin of all the good habits you wish for yourself. This book, based on the experiences of the author, reveals the Superpower that gave him everything in life. The author explains how discipline became his sole secret weapon to achieve his goals. Additionally, he explains anecdotally and provides a vision that will change your mentality and behavior. Such a simple habit, available to everyone, and so easy that its power to change any life and take it to the yearned ideal is surprising. This intense reading will inspire you to: Pass to immediate action Live from meaning Develop habits to be unstoppable Defeat internal resistance Enter a state of Flow Create automatic habits The author shares real examples of how the Superpower of discipline led him to achieve, in autopilot, his personal and professional goals. Say "Enough!" to procrastination and pass to action. THIS BOOK HOLDS THE KEY TO ACHIEVING YOUR GOALS

Mapas Mentales

¿Cómo aprender a estudiar de manera eficaz, memorizar más rápidamente o crear un proyecto desde cero de manera creativa? En este libro encontrarás una magnífica herramienta para poder mejorar, de manera exponencial, tareas en el ámbito educacional, profesional o personal. ¿Sabías por qué te cuesta tanto estudiar y memorizar un temario? Descubre por qué te resulta un gran esfuerzo y cómo hackear a tu cerebro para conseguir mejores resultados que los obtenidos hasta ahora. Esta herramienta funciona exactamente igual que tu cerebro procesa la información. ¿Tienes que lanzar un producto en tu empresa y no sabes por dónde empezar? En este libro encontrarás cómo se puede

crear un proyecto desde cero y con una sola hoja. Además, encontrarás 27 herramientas online para facilitarte la tarea.

Acelera Tu Mente Con Los Mapas Mentales

¿Tienes que hablar en público? ¿Necesitas crear el nuevo organigrama de la empresa? ¿Quieres estar seguro de memorizar lo que estás estudiando? ¿O quizá simplemente te gustaría planificar bien las vacaciones? Con los mapas mentales conseguirás visualizar y memorizar todos los datos útiles y aprovecharás la capacidad que tiene nuestra mente para crear asociaciones e imágenes.--Back cover.

How to Mind Map

This practical, mini-guide teaches readers quick-fire methods that will have them creating Mind Maps in minutes, to maximize brainpower and improve creativity.

El libro de los mapas mentales

Este libro sorprendente es una introducción al trazado de Mapas Mentales, un método de análisis sencillo y revolucionario que permite utilizar al máximo todas las capacidades de la mente. Trazar un mapa mental es dibujar un organigrama que va recogiendo, mediante colores, formas y dibujos, todos los puntos importantes de un tema, e indica gráficamente sus distintas relaciones, imitando así la forma en que el cerebro procesa la información y que constituye nuestra manera natural de "pensar". Una obra para todo el que desee utilizar al máximo el potencial de su cerebro. He aquí técnicas sorprendentes para obtener un mejor rendimiento de la memoria, la concentración y la creatividad en todos los procesos de aprendizaje. Con numerosas láminas e ilustraciones en color.

Education for Sustainable Development Goals

THE EXPANDED EDITION 'Just might be the best business book ever written' Forbes Magazine 'This book should be required reading for any manager' Charles Duhigg 'Full of detail about an interesting, intricate business' The Wall Street Journal

The co-founder and longtime president of Pixar updates and expands upon his 2014 New York Times bestseller on creative leadership, reflecting on the management principles used to build Pixar's singularly successful culture, including all he learned in the past nine years that allowed Pixar to retain its creative culture while continuing to evolve. For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the Toy Story quartet, Finding Nemo, The Incredibles, Up, and WALL-E, which have gone on to set box-office records and garner thirty Academy Awards. The joyous storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph. D. student, and then forged a partnership with George Lucas that led, indirectly, to his founding Pixar with Steve Jobs and John Lasseter. A mere nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie's success-and in the movies that followed-was the unique environment that Catmull and his colleagues built at Pixar. Creativity, Inc. has been expanded to illuminate the continuing development of the unique culture at Pixar. Featuring a new introduction, two entirely new chapters, four new chapter postscripts, and new reflections at the end, this updated edition details how Catmull built a culture that doesn't just pay lip service to the importance of things like honesty, communication, and originality, but commits to them. Pursuing excellence isn't a one-off assignment, but an ongoing, day-in, day-out, full-time job. And Creativity, Inc. explores how it is done. _____ Readers love Creativity, Inc. 'Incredibly inspirational' 'Great book. Wish I could give it more than 5 stars' 'Honestly, one of the best books I've read in a long time' 'Read it and read it again, then read it again and then again' 'Great book!! Fantastic read'

Creativity, Inc.

"Have you ever wanted to improve your memory, creativity, concentration, communicative ability, thinking skills, learning skills, general intelligence and quickness of mind? The Mind Map Book, part of Tony Buzans revolutionary Mind Set series, introduces you to a unique thinking tool which allows you to accomplish all these goals and much more. Mind Maps make it easy to: remember things, think up brilliant ideas, plan a presentation or report, persuade people and negotiate, plan personal goal and

much more. Mind Maps make it easy to: remember things, think up brilliant ideas, plan a presentation or report, persuade people and negotiate, plan personal goals, gain control of your life. The Mind Map, which has been called the Swiss army knife for the brain is a ground-breaking note-taking technique that is already used by more than 250 million people worldwide."--Publisher.

The Mind Map Book

This book provides new insights about learning by synthesising existing and emerging findings from cognitive and brain science.

Understanding the Brain: The Birth of a Learning Science

Bringing together contributions by leaders in the field of clinical psychology, this highly readable textbook provides a current perspective on theory, training, assessment, consultation, research, and outpatient and inpatient practice. Bridging the gap between theory and practice, contributors offer a professional perspective on the various specialized activities and settings of a clinical psychologist. With this unique insight, advanced undergraduate and beginning graduate students gain a realistic understanding of the life of a clinical psychologist as well as the diverse professional opportunities in the field.

Introduction to Clinical Psychology

THIS IS THE WAY TO STOP FEELING GUILTY Imagine creating a habit that builds a life full of inner peace and frees you from guilt and resentment, either with yourself or with others. based on the author's experience, reveals how to forgive others and how to forgive yourself. The author explains how forgiveness became his daily practice to achieve peace of mind and happiness. He tells anecdotes and provides insight that will change your behavior with others. The habit of forgiveness is within everyone's reach and its power to change any life and lead to inner peace is amazing. If you have not forgiven to date, it is because you were not taught how to do it. It's time to change it. This eye-opening read will teach you how to: •Distinguish between false forgiveness and true forgiveness. •Turn forgiveness into a self-gift. •Get rid of resentment. •Let go of bad memories from the past. •The 10 most effective ways to forgive. •Saying goodbye to guilt forever. The author shares real examples of how indiscriminate forgiveness led him to achieve, on autopilot, inner peace. And to be able to live free of conflict. **THIS BOOK TURNS FORGIVENESS INTO AN AUTOMATIC HABIT**

The Power of Forgiveness

El instrumento clave para desarrollar tus capacidades mentales que cambiará tu vida ¿Te gustaría ser más organizado? ¿Te sientes cada día más desbordado y estresado? ¿Tomar decisiones te pone nervioso? Los Mapas Mentales® consisten en un método de análisis sencillo y revolucionario que permite utilizar al máximo las capacidades de la mente. Gracias a los Mapas Mentales® millones de personas han aprendido a planificar sus vidas y a organizarse mejor. Cómo crear Mapas Mentales® es la guía clave de los Mapas Mentales®, escrita por su creador, Tony Buzan. Simplificar tu vida con la técnica de los Mapas Mentales® resultará fácil y ameno, y este libro te enseñará a: -Organizar una presentación y escribir un informe -Potenciar tu destreza mental para tener ideas brillantes -Persuadir a las personas y negociar con ellas -Recordar las cosas -Planificar tus objetivos personales -Adquirir control sobre tu vida.

Como Crear Mapas Mentales

10 ways to tap into your social genius

The Power of Social Intelligence: 10 ways to tap into your social genius

Dr John Ratey explores the brain's most important systems, the role they play in determining how we interact with the world and ways in which we can influence their operations for the better. Amazing examples of how the brain works are used throughout.

A User's Guide to the Brain

Emotional Intelligence Does IQ define our destiny? Daniel Goleman argues that our view of human intelligence is far too narrow, and that our emotions play a 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. Working with Emotional Intelligence Do you want to be more successful at work? Do you want to improve your chances of promotion? Do you want to get on better with your colleagues? Daniel Goleman draws on unparalleled access to business leaders around the world and the thorough research that is his trademark. He demonstrates that emotional intelligence at work matters twice as much as cognitive abilities such as IQ or technical expertise in this inspiring sequel.

Daniel Goleman Omnibus

Shows readers how to clarify their personal values, resolve internal conflicts, master emotions, and overcome debilitating habits.

Awaken the Giant Within

Frost & Sullivan's 2014 Growth, Innovation, and Leadership Book of the Year "EXPONENTIAL ORGANIZATIONS should be required reading for anyone interested in the ways exponential technologies are reinventing best practices in business." —Ray Kurzweil, Director of Engineering at Google In business, performance is key. In performance, how you organize can be the key to growth. In the past five years, the business world has seen the birth of a new breed of company—the Exponential Organization—that has revolutionized how a company can accelerate its growth by using technology. An ExO can eliminate the incremental, linear way traditional companies get bigger, leveraging assets like community, big data, algorithms, and new technology into achieving performance benchmarks ten times better than its peers. Three luminaries of the business world—Salim Ismail, Yuri van Geest, and Mike Malone—have researched this phenomenon and documented ten characteristics of Exponential Organizations. Here, in EXPONENTIAL ORGANIZATIONS, they walk the reader through how any company, from a startup to a multi-national, can become an ExO, streamline its performance, and grow to the next level. "EXPONENTIAL ORGANIZATIONS is the most pivotal book in its class. Salim examines the future of organizations and offers readers his insights on the concept of Exponential Organizations, because he himself embodies the strategy, structure, culture, processes, and systems of this new breed of company." —John Hagel, The Center for the Edge Chosen by Benjamin Netanyahu, Prime Minister of Israel, to be one of Bloomberg's Best Books of 2015

Exponential Organizations

NEW YORK TIMES BESTSELLER • More than 2.7 million copies sold! • "A deeply spiritual book [that] honors what is tough, smart and untamed in women."—The Washington Post Book World Book club pick for Emma Watson's Our Shared Shelf Within every woman there lives a powerful force, filled with good instincts, passionate creativity, and ageless knowing. She is the Wild Woman, who represents the instinctual nature of women. But she is an endangered species. For though the gifts of wildish nature belong to us at birth, society's attempt to "civilize" us into rigid roles has muffled the deep, life-giving messages of our own souls. In *Women Who Run with the Wolves*, Dr. Clarissa Pinkola Estés unfolds rich intercultural myths, fairy tales, folk tales, and stories, many from her own traditions, in order to help women reconnect with the fierce, healthy, visionary attributes of this instinctual nature. Through the stories and commentaries in this remarkable book, we retrieve, examine, love, and understand the Wild Woman, and hold her against our deep psyches as one who is both magic and medicine. Dr. Estés has created a new lexicon for describing the female psyche. Fertile and life-giving, it is a psychology of women in the truest sense, a knowing of the soul.

Women Who Run with the Wolves

This set of principles -as I have ordered and systematized them- they make up "The Manifestation Code" and they are a spiritual technology to make the invisible visible.

Child and Adolescent Development for Educators

When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Hundreds of grassroots groups have sprung up around the world to teach programming, web design, robotics, and other skills outside traditional classrooms. These groups exist so that people don't have to learn these things on their own, but ironically, their founders and instructors are often teaching themselves how to teach. There's a better way. This book presents evidence-based practices that will help you create and deliver lessons that work and build a teaching community around them. Topics include the differences between different kinds of learners, diagnosing and correcting misunderstandings, teaching as a performance art, what motivates and demotivates adult learners, how to be a good ally, fostering a healthy community, getting the word out, and building alliances with like-minded groups. The book includes over a hundred exercises that can be done individually or in groups, over 350 references, and a glossary to help you navigate educational jargon.

The Manifestation Code

Most startups fail. But many of those failures are preventable. The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common is a mission to penetrate that fog of uncertainty to discover a successful path to a sustainable business. The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on "validated learning," rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs—in companies of all sizes—a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in a age when companies need to innovate more than ever.

Understanding Media

This second edition of Brand Meaning lays out new territory for the understanding of how brands both acquire and provide meaning. The author draws on his experience with leading international companies to propose a compelling framework for the conscious and unconscious ways in which people connect with products and brands. Revised and updated, it contains contemporary as well as classic examples of brand meaning in practice from various countries, and expands on the theory, methods and applications of brand meaning. The book's multidisciplinary approach and concise yet comprehensive content makes it an ideal supplemental reader for undergraduate, graduate, and MBA courses, as well as valuable reading for practitioners in the fields of marketing, advertising and consumer research. For more information, visit www.brandmeaning.com.

Teaching Tech Together

This cutting-edge overview explores big data and the related topic of computer code, examining the implications for education and schooling for today and the near future.

The Lean Startup

"A manual of methods, principles and formulas for classical, computer, games, stop motion and internet animators"--Cover.

Brand Meaning

From Jobless to Amazon Bestseller shows you the simple, step-by-step system that author Marc Reklau used to write, self publish, market and promote his book to over 50,000 downloads on Kindle. You'll learn how he literally went from jobless to Amazon Bestseller, made 12K in 12 weeks, and how you can do the same and take your book to #1 bestseller status on Amazon. Are you struggling to start your book? Or to finish your manuscript? Have you been wanting to write a book for a long time, but you just can't find the time? Do you have a book inside you or a message to share with the world? Or maybe you even have the finished manuscript, but agents are ignoring you and publishers are rejecting

you - except for the shady ones that want money from you to represent or publish you? If your answer to any of these questions is "Yes," then this book is for you! In this how-to guide you will learn: What the 4 common mistakes authors make are and how to overcome them. Why you should choose Self-publishing. Why you should choose Amazon. How to write your book fast without ever suffering from "writer's block." How to find a title that sells for your book. How to get a cover that sells made. How to price your book right. Why it's easier than you thought to get an Amazon bestseller. How to market and promote your book and get it in the top of the charts on Amazon. What your book can do for you in the long term (passive income, traditional publishing contracts, radio & TV appearances etc.). And so much more! Think of it! If you publish on Amazon, millions of people are only a click away from downloading your book on their Kindle, PC, Mac, tablets or smartphones. That's an enormous amount of potential customers! Why not use Amazon's "look inside" feature and check out the first chapters of "From Jobless to Amazon Bestseller" before you buy? Just click on the book image above and start reading.

Big Data in Education

This report examines nutrition, providing a fresh perspective on a rapidly evolving challenge. Despite progress in the past two decades, around 200 million under-fives suffer from undernutrition. Adding to this toll is rising obesity, which affects 38 million children. All these forms of malnutrition threaten children's development, while obesity is creating a lifelong legacy of disease. At the heart of this evolving challenge is a global shift towards modern diets that do not meet children's nutritional requirements. The report provides unique data and analysis of malnutrition in the 21st century and outlines recommendations to put children's needs at the heart of global and national food systems.

The Animator's Survival Kit

We've all been there: a new school year starts and there's 8 months till your exams - that's plenty of time, right? Then there's 6 months, 3 months, 1 month and oh, now there's 2 weeks left and you haven't started studying... What happens next is a panic-induced mayhem of highlighting everything in the textbook (without even questioning if it's actually helpful). But I'm here to help you change this! In *The Only Study Guide You'll Ever Need*, I'll cover a range of different topics including: · How to get started and pick up that pen · Learning techniques that actually work (hello, science of memory!) · The dos and don'ts of timetabling · And combatting fear of failure, perfectionism, exam stress and so much more! As a fellow student now at university, I definitely don't have a PhD in Exam Etiquette but this is the book younger me needed. All I wanted was one place that had a variety of tried-and-tested methods with reassurance from someone who had recently been through the education system. *The Only Study Guide You'll Ever Need* is just that, and I have collected the best techniques and tools I wish I'd known earlier to help you get through your studies and smash your exams! Jade x

From Jobless to Amazon Bestseller

The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time. *The Four Steps to the Epiphany* launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

The State of the World's Children 2019

Changing hearts is an important part of changing minds. Research shows that appealing to human emotion can help you make your case and build your authority as a leader. This book highlights that research and shows you how to act on it, presenting both comprehensive frameworks for developing influence and small, simple tactics you can use to convince others every day. This volume includes the work of: Nick Morgan Robert Cialdini Linda A. Hill Nancy Duarte This collection of articles includes "Understand the Four Components of Influence," by Nick Morgan; "Harnessing the Science of Persuasion," by Robert Cialdini; "Three Things Managers Should Be Doing Every Day," by Linda A. Hill and Kent Lineback; "Learning Charisma," by John Antonakis, Marika Fenley, and Sue Liechti; "To Win People Over, Speak to Their Wants and Needs," by Nancy Duarte; "Storytelling That Moves People," an interview with Robert McKee by Bronwyn Fryer; "The Surprising Persuasiveness of a Sticky Note," by Kevin Hogan; and "When to Sell with Facts and Figures, and When to Appeal to Emotions," by Michael D. Harris. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

The Only Study Guide You'll Ever Need

Presents a set of basic exercises designed to release creative potential and tap into the special abilities of the brain's right hemisphere.

The Four Steps to the Epiphany

Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. Market Your Way to Growth presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy. Proven business and marketing advice from leading names in the industry Written by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by "the 4 Ps of marketing" and author of the books Marketing 3.0, Ten Deadly Marketing Sins, and Corporate Social Responsibility, among others Milton Kotler is Chairman and CEO of Kotler Marketing Group, headquartered in Washington, DC, author of A Clear-sighted View of Chinese Marketing, and a frequent contributor to the China business press

Influence and Persuasion (HBR Emotional Intelligence Series)

In the hot area of mind research and its applications in business, the next wave is whole brain technology--the new key to business productivity outlined in this groundbreaking book. This long-awaited culmination of Herrmann's highly respected research and testing presents his four-quadrant model of the brain and the corresponding thinking styles. 100 illustrations.

Drawing on the Right Side of the Brain

Provides techniques for memorizing things, absorbing facts, figures and formulas, improving concentration and motivation, remembering names, events and lines for plays, recalling information under pressure, cutting study time in half with double the results.

Market Your Way to Growth

Winner of the National Book Critics' Circle Award for Criticism. One of the most highly regarded books of its kind, "On Photography" first appeared in 1977 and is described by its author as "a progress of essays about the meaning and career of photographs." It begins with the famous "In Plato's Cave" essay, then offers five other prose meditations on this topic, and concludes with a fascinating and far-reaching "Brief Anthology of Quotations."

The Whole Brain Business Book

KEY BENEFIT: This text allows students to apply what they've learned to real company challenges and best practices by offering a multitude of problems in the text and integrated case studies on video. **KEY TOPICS:** Its coverage includes an extensive amount of service applications and firms to give students an in-depth look at operations in the real world. **MARKET:** For general business students interested in operations management and gaining the fundamental working knowledge of a firm.

Mind Maps for Kids

On Photography