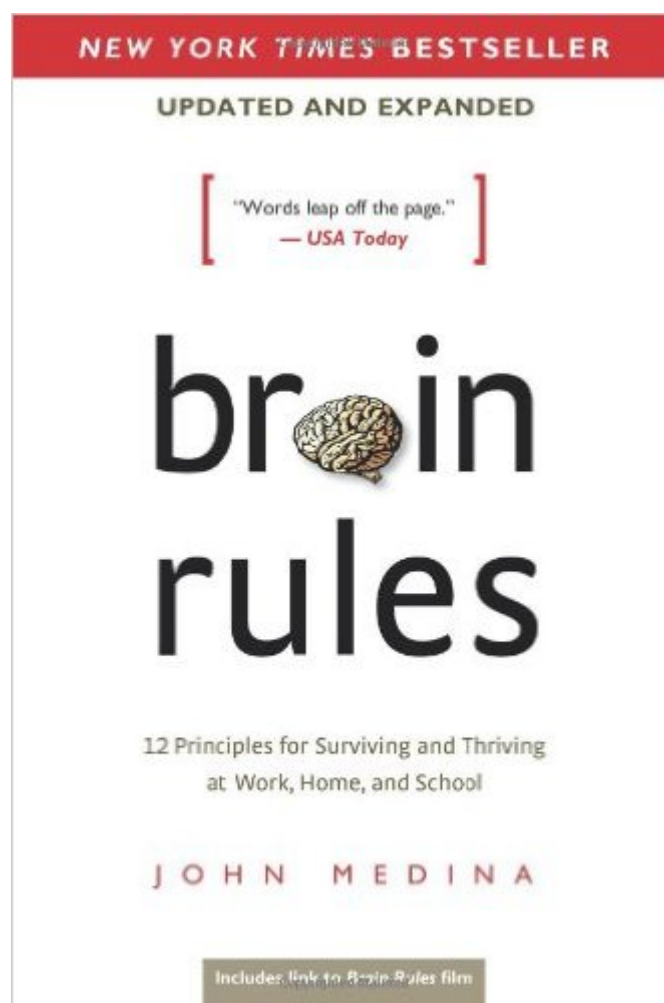


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# Brain Rules (Updated And Expanded): 12 Principles For Surviving And Thriving At Work, Home, And School



## Synopsis

Most of us have no idea whatâ€™s really going on inside our heads. Yet brain scientists have uncovered details every business leader, parent, and teacher should know—like the need for physical activity to get your brain working its best. How do we learn? What exactly do sleep and stress do to our brains? Why is multi-tasking a myth? Why is it so easy to forget—and so important to repeat new knowledge? Is it true that men and women have different brains? In *Brain Rules*, Dr. John Medina, a molecular biologist, shares his lifelong interest in how the brain sciences might influence the way we teach our children and the way we work. In each chapter, he describes a brain rule—what scientists know for sure about how our brains work—and then offers transformative ideas for our daily lives. Medinaâ€™s fascinating stories and infectious sense of humor breathe life into brain science. Youâ€™ll learn why Michael Jordan was no good at baseball. Youâ€™ll peer over a surgeonâ€™s shoulder as he proves that most of us have a Jennifer Aniston neuron. Youâ€™ll meet a boy who has an amazing memory for music but canâ€™t tie his own shoes. You will discover how: Every brain is wired differently Exercise improves cognition We are designed to never stop learning and exploring Memories are volatile Sleep is powerfully linked with the ability to learn Vision trumps all of the other senses Stress changes the way we learn In the end, youâ€™ll understand how your brain really works—and how to get the most out of it.

## Book Information

Paperback: 304 pages

Publisher: Pear Press; 2 Upd Exp edition (April 22, 2014)

Language: English

ISBN-10: 098326337X

ISBN-13: 978-0983263371

Product Dimensions: 0.8 x 6.2 x 9.2 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (835 customer reviews)

Best Sellers Rank: #4,167 in Books (See Top 100 in Books) #4 in [Books > Textbooks > Medicine & Health Sciences > Medicine > Basic Sciences > Neuroscience](#) #8 in [Books > Medical Books > Medicine > Internal Medicine > Neurology > Neuroscience](#) #10 in [Books > Reference > Survival & Emergency Preparedness](#)

## Customer Reviews

I believe personal productivity and performance as a leader are directly correlated. Just like we have

to lead a team, we have to lead ourselves to a higher level of a productivity and effectiveness. In all of the leadership classes I teach, emphasis is placed on knowing yourself. When you know yourself it provides you the ability to adapt to weaknesses and leverage your strengths (increase your personal productivity and effectiveness). Knowing how your brain functions is part of knowing yourself. This book is so insightful and valuable that I sent copies to my clients. The value of the book hinges on the understanding of the brain and how it works which allows me to leverage that knowledge for increased personal productivity and in my interactions and relationships with others. Myth Busters for the brain! The book is a fairly easy read because the author uses stories to illustrate the functionality of the brain. This book is not a "leadership-lite" book filled with cute and truthful antidotes, but a book with hard science communicated in an interesting way. Dr. John J. Medina is a developmental molecular biologist. He also shares what scientists don't know about how the brain works! This book gave me many, many take-aways and here are just six ...

- I. Some parts of the brain are just like a baby's and can grow new connections and strengthen existing connections. We have the ability to learn new things our entire life. Medina states this was "not the prevailing notion until 5 or 6 years ago." So much for the "you can't teach an old dog new tricks excuse."
- II. The old dog line is exposed for what it really is...an excuse.
- III. Humans can only pay attention for about ten minutes and then need some kind of reset.
- IV. The brain can only focus on one thing at a time. This is further rationale on the futility of multi-tasking.
- V. Exercise increases brain power and aerobic exercise twice a week reduces the risk of general dementia by 50% and Alzheimer's by 60%.
- VI. There is a biological need for an afternoon nap.
- VI. The brain is very active during sleep and loss of sleep hurts cognitive and physical ability.

Buy and read Brain Rules. It will benefit you. One of the reasons I read leadership books is to learn new things but also to get old truths hammered into my thick skull so they result in action. Action! So you may know or have heard of some of the truths in "Brain Rules" but I guarantee the author brings them to you in a unique and interesting way with solid depth that will allow you to easier implement those truths into how you handle yourself and others on a daily basis. Dr. James T. Brown PMP PE CSP Author, The Handbook of Program Management

John splits the book up into twelve different sections, each with findings in neuroscience, as well as how to apply those findings practically. These sections are Survival: How our brain is a product of our evolution, and some traits it has adopted as a result Exercise: How exercise improves our cognitive abilities and staves off dementia Sleep: What the brain does during sleep, how people are biologically predisposed to various sleep patterns, and how to use naps to improve performance

Stress: The various biochemicals involved with stress and how to have less stressful relationships and life Wiring: How neurons interact, develop, and function Attention: How multitasking works (or doesn't work), the relationship between emotion and attention, and the need for relaxation to enhance focus Memory: How memory formation works and the optimal way to remember things Sensory Integration: How all of the senses work together to provide a cohesive experience, and how multiple senses can be utilized to improve learning Vision: How vision trumps all of the other senses and can be used to create more effective presentations Music: How music can cause improvements in cognition, be therapeutic, and how music training can improve cognition Gender: Differences between the genders in physiology, socialization, emotional reactions, and memory. Exploration: How the brain is constantly exploring and looking for novel things A lot of reviewers have pointed out that many of the tips that John gives are common sense - that may be true. However, I found that knowing the neuroscience behind many of the things which John advocates ensures their adoption into day-to-day life. Overall, a great read that has caused me to change the way I give presentations, how much I exercise and sleep, as well as how I interact with people.

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