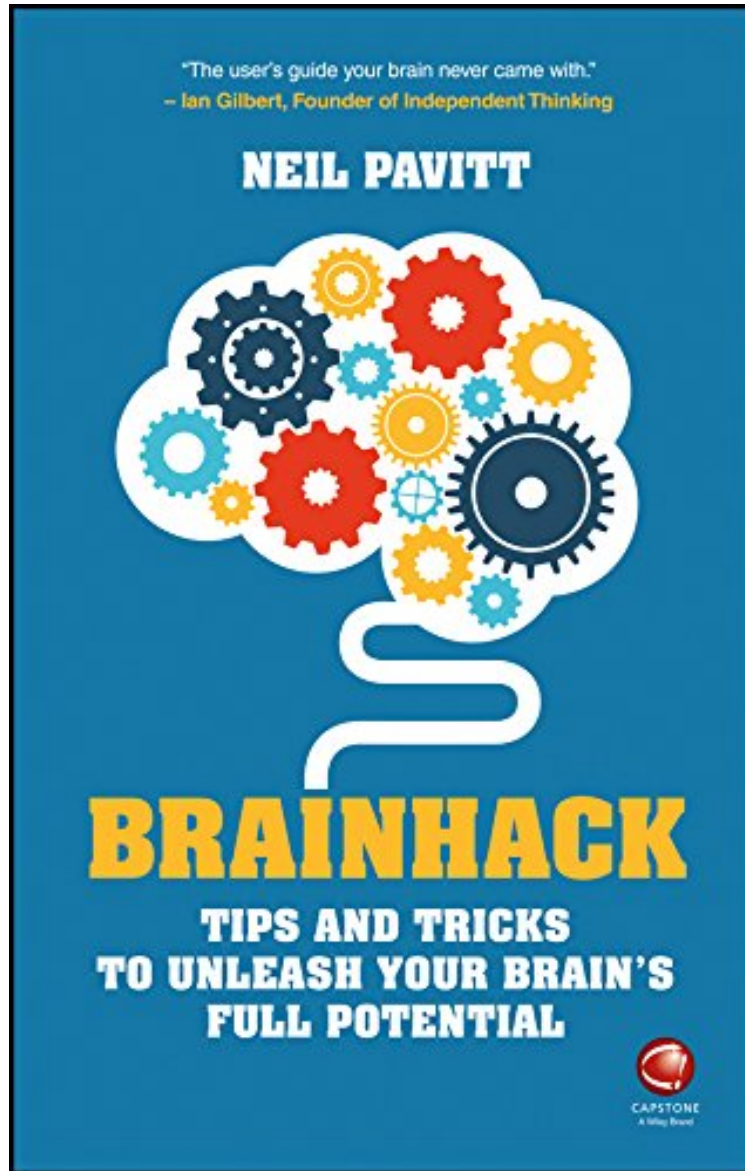


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## Brainhack: Tips and Tricks to Unleash Your Brain's Full Potential

*Neil Pavitt*

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**Neil Pavitt : Brainhack: Tips and Tricks to Unleash Your Brain's Full Potential** before purchasing it in order to gage whether or not it would be worth my time, and all praised Brainhack: Tips and Tricks to Unleash Your Brain's Full Potential:

2 of 2 people found the following review helpful. Tips and Tricks for Brain TinkerersBy Ron GeorgeI read "Brainhack" by Neil Pavitt once and read it once more again. This little book of 170 pages has a lot of trivia value, packed with many examples of human experiments in 45 short chapters that will challenge you to atleast start

questioning your own judgment about the ways in which your brain works. You'll be forgiven for mistaking that Daniel Kahneman had written the book! The book also takes its own advice seriously, seen in the way the book cover and all illustrations in it are printed in blue behind which must be Juliet Zhu's work on color and its association with creativity. On the other hand, reading "Brainhacks" requires a balance of faith in the author's advice and some due diligence on reader's part to evaluate the studies which form the basis of the guidance. For example, in chapter 4 on "Reward Upfront" where Pavitt writes about the bird in the hand syndrome, I was genuinely interested in a citation for the chocolate vs coffee mug study done among students but it was lacking. Likewise for the Chapter 8 on how choice of words affected the way respondents remembered a simulated car accident. Chapter 45 suggests that stories are best absorbed by people than factual information, but you could argue that seeing too much story in narratives might have implications for the authenticity of the message and may actually turn some readers off. Therefore, I wasn't able to fully evaluate the true value of these suggestions and fear some of them come out as truisms prematurely. In general, "Brainhacks" will be able to open conversations, both with yourself and amongst those you live and work about how to think smarter, become more focused and unblock brain blocks. For these reasons, I give 4 stars to the book.

0 of 5 people found the following review helpful. Worth the money. By Robert A. Jones Still reading it as I'm going around wearing pro Trump shirts. Book is good so far. 0 of 2 people found the following review helpful. This book certainly will help you to become the perfect version of yourself. By Atieh This book will guide you through the newest, scientific based, and well researched ways to prove your actions will have significant impact on reaching your brain's full potential. This book certainly will help you to become the perfect version of yourself.

Hack into the secret power of your brain Your Brain 100 Billion Neurons 100 Trillion Connections And you only command 5% of it. Now it's time to take back control! In Brainhack, creativity coach Neil Pavitt gives you tips and tricks to re-programme your brain, developing the skills and insights that can transform how you think, solve problems and make decisions. This book will help you: **Learn to think smarter**; **Become more focused**; **Discover creative approaches to problem-solving**; **Generate ideas with innovative techniques**; **Unlock your brain blocks**

"The self-help genre of performance-enhancing books is an increasingly crowded space. Heavyweight academic-style titles compete with flimsy motivational books that stretch thin ideas well beyond the space they deserve. Neil Pavitt's book Brainhack bridges this divide. Its relatively thin and tight editing means it moves along at a cracking pace with tons of good ideas on how to improve your cognitive abilities." (The Irish Times, March 2016) "A fun, engaging read that you'll love telling your friends and family about" (Woman's Way, March 2016) "Easy to read and highly informative, there's plenty of food for thought here" (PQ Magazine, May 2016)

From the Back Cover "The user's guide your brain never came with." — Ian Gilbert, Founder of Independent Thinking

**YOUR BRAIN 100 BILLION NEURONS 100 TRILLION CONNECTIONS AND YOU ONLY COMMAND 5% OF IT. NOW IT'S TIME TO TAKE BACK CONTROL!** Hack into the secret power of your brain In Brainhack, creativity coach Neil Pavitt gives you tips and tricks to re-programme your brain — developing the skills and insights that can transform how you think, solve problems and make decisions. This book will help you: **Learn to think smarter** **Become more focused** **Discover creative approaches to problem-solving** **Generate ideas with innovative techniques** **Unlock your brain blocks**

"A practical primer in the art of problem-solving. In 45 instructive 'brainhacks', Pavitt reveals how every one of us can make more of our brains." — Patrick Collister, Creative Director, The Zoo — Google EMEA

About the Author Neil Pavitt has over 25 years' experience as an award winning Creative Director and Writer in advertising and television working for companies like Saatchi Saatchi and Sky. He is the founder of Lightbulb Consultancy, who specialise in demystifying the creative process for clients such as Lloyds Bank, AstraZeneca and Goldman Sachs.