



"Book of the Month Recommendation"

With Richard Jackson

'The Business Brain Book' by Jan-Willem van den Brandhoff

This is another of those books gifted by someone who has attended **The Winning Edge** programme, in this case Myles Nicholson of BT.

This is an excellent book and as Myles said when he gave it to me, there is some sections which are spookily – my word – like Winning Edge. However, where Mind Mapping is mentioned in passing on the Winning Edge, the author sees it as a major tool for learning, something with which I would agree.

The objective of the book is to enable the reader to make much of his/her brain by explaining practical, brain-friendly techniques that help deal with the overload of information that inundates daily life.

In the author's words the book teaches you to:

- Make better use of your brain capacity
- Read and learn faster
- Process information more efficiently
- Improve your memory
- Create a brain-friendly environment

The first chapter is entitled 'Basic Brain Matters' and past attendees of the Winning Edge will find some of the information quite familiar but there is also other information that may be new and that I found very interesting.

Winning Edge, either through one of our In-House Programmes or an Open Course, this is your chance to RELOAD the powerful concepts and tools that will help you take control and direct your thinking. New concepts are included to take towards Winning Edge Mastery. [To read more please click here](#)

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