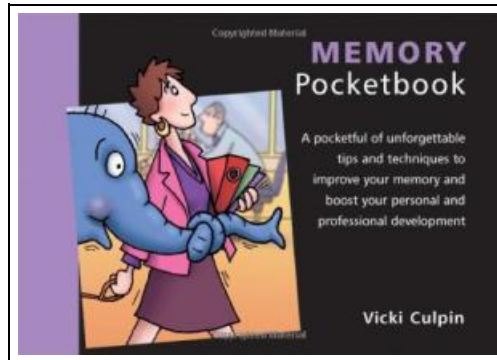


Memory Pocketbook



Filesize: 7.31 MB

Reviews

Here is the very best book i have study until now. It is rally fascinating throgh looking at period of time. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Dr. Blaze Runolfsson IV)

MEMORY POCKETBOOK



Management Pocketbooks. Paperback. Book Condition: new. BRAND NEW, Memory Pocketbook, Vicki Culpin, Memory is fundamental to our very existence but how much do you know about it and how much effort, if any, do you put into improving your memory? In a business context your professional development and well-being depend upon it. In this pocketbook Vicki Culpin looks at the structure of memory, distinguishing between sensory memory and short- and long-term memory. She describes the causes of poor memory (e.g. tiredness, cognitive overload and poor concentration) and the key principles for improving it (attention, effort, motivation and meaning). Episodic memory and other memory types including semantic, declarative and autobiographical all have a role within a business context as this book explains. Further chapters deal with forgetting (it can be a positive factor!) and the relationship between learning style (verbal, visual and kinaesthetic) and memory strategies.



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