

The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential

By Tony Buzan, Barry Buzan

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The potential of the human brain is phenomenal, and Tony Buzan has been a pioneer in researching that potential and helping people learn how to make the most of their brainpower. *The Mind Map Book* is his most important and comprehensive book on the subject. It offers exciting new ways of using and improving memory, concentration, and creativity in planning and structuring thought on all levels, in order to accelerate the ability to learn, remember, and record information.

Mind Mapping and Radiant Thinking are groundbreaking methods of accessing intelligence, developed over many years by the author, and here he provides a complete operating manual for all who want to use their brains to their fullest potential. It is a process currently used with extraordinary success by multinational corporations, leading universities, champion athletes, and outstanding artists. Featuring a range of stimulating exercises and a lavish collection of full-color photographs and original Mind Maps that illustrate the technique, it shows you precisely how to:

- Mirror and magnify your brain's pattern of perception and association in the way you learn, think, and create
- Quickly master the right way to take notes, organize a speech, a writing assignment, a report
- Join with others to pool thinking productively, memorize a mammoth amount of data, free your ideas to grow and expand constantly in depth and dimension

With 84 illustrations in full color and 44 in black and white

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- Sales Rank: #52287 in Books
- Published on: 1996-03-01
- Released on: 1996-03-01
- Original language: English
- Number of items: 1
- Dimensions: 9.49" h x .66" w x 6.74" l, 1.63 pounds
- Binding: Paperback
- 320 pages

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Editorial Review

From Publishers Weekly

This idea-rich, relentlessly upbeat manual proffers graphic images as an aid to unlock creative thinking or clarify emotions. Drawing loosely on brain research, learning theory and information science, English business consultant/TV personality Tony Buzan (*Use Both Sides of Your Brain*) and his brother Barry, a professor of international studies, first outline "radiant thinking," a method designed to enhance one's associative, nonlinear thought processes. Next they explain how to create "mind maps"-colorful, structured, drawings, cartoonish or complex-as a tool to overcome mental blocks, organize ideas, brainstorm, strengthen one's memory and imagination, and make meetings more productive. Despite its inflated claims and cluttered presentation, this unusual how-to, replete with exercises, quizzes, dramatic color photos of patterns in nature, and sample mind maps, will challenge and stimulate the open-minded.

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Review

"Shows corporate executives how to hot-wire their creative energies... Buzan puts on quite a show."—*Forbes*

"This idea-rich, relentlessly upbeat manual proffers graphic images as an aid to unlock creative thinking or clarify emotions... will challenge and stimulate the open-minded."—*Publishers Weekly*

About the Author

Tony Buzan is the author of the international bestsellers *The Mind Map Book* and *Use Both Sides of Your Brain*. He lectures worldwide and is published in one hundred countries and in thirty languages. He advises multinational companies like HSBC, Oracle, Barclays International, and Hewlett-Packard; governments, leading businesses, educational groups, and international Olympic athletes.

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