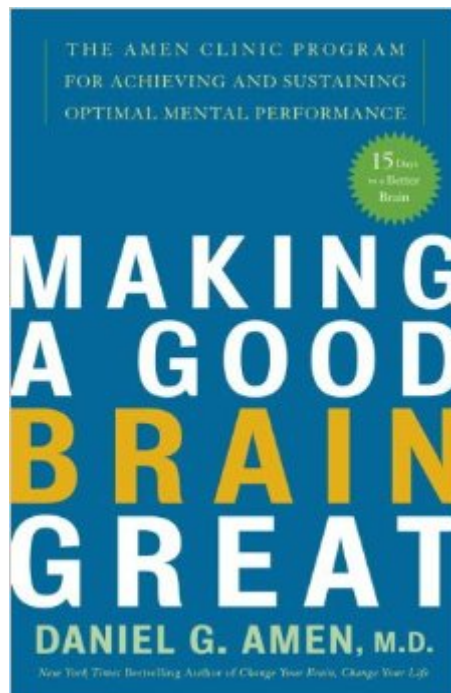


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# Making A Good Brain Great: The Amen Clinic Program For Achieving And Sustaining Optimal Mental Performance



## Synopsis

Daniel Amen, M.D., one of the world's foremost authorities on the brain, has news for you: your brain is involved in everything you do—learn to care for it properly, and you will be smarter, healthier, and happier in as little as 15 days! You probably run, lift weights, or do yoga to keep your body in great shape; you put on sunscreen and lotions to protect your skin; but chances are you simply ignore your brain and trust it to do its job. People unknowingly endanger or injure their brains, stress them by working at a frenzied pace and not getting enough sleep, pollute them with caffeine, alcohol, and drugs, and deprive them of proper nutrients. Brain dysfunction is the number one reason people fail at school, work, and relationships. The brain is the organ of learning, working, and loving—the supercomputer that runs our lives. It's very simple: when our brains work right, we work right—and when our brains have trouble, we have trouble in our lives. Luckily, it's never too late: the brain is capable of change, and when you care for it, the results are amazing. Making a Good Brain Great gives you the tools you need to optimize your brain power and enrich your health and your life in the process. The principles and exercises in this book, based on years of cutting-edge neuroscience research and the experiences of thousands of people, provide a wealth of practical information to teach you how to achieve the best brain possible. You will learn: how to eat right to think right how to protect your brain from injuries and toxic substances how to nourish your brain with vitamins and do mental workouts to keep it strong the critical component of physical exercise, and which kinds work best how to rid your brain of negative thoughts, counteract stress, and much more Full of encouraging anecdotes from Dr. Amen's many years of experience, Making a Good Brain Great is a positive and practical road map for enriching and improving your own greatest asset—your brain. From the Hardcover edition.

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## Customer Reviews

I was professionally educated during a time when little was really known about the brain and exactly how it works. We were taught that the brain essentially remains the same throughout life and that once an area of the brain was damaged, that was it: the brain did not repair itself, grow new cells, or transfer abilities from one area to another. Furthermore, the idea that the brain needed "exercise" to remain healthy and productive was considered just a crazy notion. I remember professors of psychology telling us that memory ability was pretty well fixed and there was nothing that we could do to improve our memories, so forget about memorizing anything in an attempt to "exercise" such a faculty. How times have changed! Over the past few years, I have read and often reviewed a number of new books -- many of them on the cutting-edge -- which have reported on or summarized the latest research in brain science and allied disciplines. I am impressed by the amount of work done in brain science during the past few decades and even more impressed with the findings. There is no question about the importance of the research. As Dr. Daniel Amen points out in his new book, "Making a Good Brain Great," our brain is involved in everything we do, it is the most complicated organ in the universe, and our brain can be changed so we can improve our lives. And he provides a program, the "fifteen days to a better brain," to do just that: improve our lives. This is a very practical book, intended for everyone.

Dr. Amen begins this book by stressing the importance of the brain. The brain is where "you" reside. It's the seat of loving, living, being, learning, thinking, working.... The brain weighs three pounds, but uses 30% of the energy the human body consumes. Yet, the brain is a fragile miracle housed in a thin-walled bony bowl. It's easily damaged by physical trauma, emotional trauma, drugs, disease, and poor dietary habits. Because of the brain's fragility and the common disregard for it, brain dysfunction is so widespread that it's normal. Perhaps it's because we don't see our brains, but most of us never address the issue of actually caring for our brains. Many brain-related problems are preventable. With a healthy brain, you can fully engage in life, meet its challenges, and be happy. Few of us choose this option, and that's probably due to a lack of good information on the subject. Dr. Amen has analyzed thousands of brain scans. Consequently, he's been able to correlate specific brain dysfunction with specific actions people take. He has been able to go beyond observing outward behavior to observing inward behavior--how the brain responds to what is done

to it. What are some ways you may be drilling holes in your boat as you float along in the sea of stupidity? To avoid sinking, become familiar with these and don't do them! Here are some paraphrased examples from Dr. Amen's book: Doing cigarettes. Whether you have one in your mouth or someone else does, you are still breathing in the same chemicals. The resulting vasoconstriction reduces blood flow through the carotid arteries, but also reduces blood flow through the brain's blood distribution system.

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