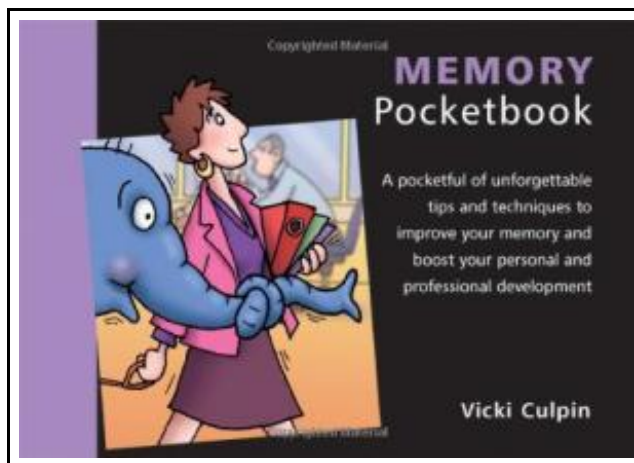


Memory Pocketbook



Filesize: 2.58 MB

Reviews

A must buy book if you need to adding benefit. It is actually rally fascinating throgh studying time. Your way of life span will likely be transform as soon as you complete looking over this publication.
(Ms. Bernice Rolfson)

MEMORY POCKETBOOK



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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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