



Memory Pocketbook

By Vicki Culpin

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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Reviews

It is just one of the best publications. This can be for anyone who states that there was not a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Tara Jerde**

This kind of pdf is every little thing and taught me to look forward and more. It is one of the most incredible books I have read. You won't truly feel monotony at whenever you want of your time (that's what catalogs are for about should you check with me).

-- **Miss Amelie Fritsch DVM**