



## iBrain: Surviving the Technological Alteration of the Modern Mind

By Gary Small, Gigi Vorgan

HarperCollins Publishers Inc. Paperback / softback. Book Condition: new. BRAND NEW, iBrain: Surviving the Technological Alteration of the Modern Mind, Gary Small, Gigi Vorgan, Shaped by the era of Google and limitless access to news and information, the brains of your coworkers, your children, and your competition are remapping, retooling, and evolving. Are you keeping up? Dr. Gary Small, one of America's leading neuroscientists and experts on brain function and behavior, explores how technology's unstoppable march forward has altered the way young minds develop, function, and interpret information. iBrain reveals a new evolution catalyzed by technological advancement and its future implications: What are the professional, social, and political impacts of this new brain evolution? How must you adapt and at what price? iBrain can help us avoid the potential drawbacks--add, increased social isolation, Internet addiction, and so on--while offering the tools and strategies needed to bridge the brain gap, enabling us to compete and thrive in the age of high-tech immersion.



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