



The SharpBrains Guide to Brain Fitness: How to Optimize Brain Health and Performance at Any Age

By Alvaro Fernandez, Dr. Elkhonon Goldberg



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"Using charts, drawings, and up-to-date scientific studies, they present the case that any brain, at any age, can change for the better...The authors suggest myriad activities to help the process along...(This is) **A stimulating, challenging resource, full of solid information and practical tips for improving brain health.**" -Kirkus Reviews

Modern life places extraordinary demands on our brains. Not only do we live longer than ever before, but we must constantly adapt to complex and rapidly evolving personal and professional realities. Yet, we often ignore our most precious resource to do so: our brain.

The SharpBrains Guide to Brain Fitness cuts through the clutter of misconceptions, superficial and conflicting media coverage, and aggressive marketing claims, to help readers discover what really works, and what doesn't, to improve brain health and performance at any age, to delay or prevent cognitive decline, and become smarter consumers of both media coverage and scientific research in the process.

With useful, pragmatic and personalized tips and suggestions that are easy to implement, the SharpBrains Guide offers a groundbreaking new approach for self-assessing current brain fitness needs and identifying the most relevant and evidence-based methods to preserve and enhance brain function throughout life. Whether your goal is to become more resilient, enhance memory, ward off Alzheimer's disease, or simply improve mental focus to perform better at work, this how-to guide shows you exactly how to "use it or lose it."

This new and much-expanded edition of the guide AARP named a Best Book on Brain Fitness combines a user-friendly tutorial on how the brain works with advice on how to choose and integrate lifestyle changes and research-based brain training. Featuring an independent analysis of hundreds of scientific studies published in the last 10 years, the book also includes in-depth interviews with 20 leading scientists who often challenge conventional wisdom and prevailing brain health thinking and care.

A thought-provoking, practical and captivating read, the SharpBrains Guide makes the fascinating and complex subject of brain function and neuroplasticity easy to digest with its common sense approach. It's time to rethink, and to truly apply, "use it or lose it."

PRAISE FOR THE BOOK

"One of those books you cannot ignore. Insightful, to the point, actionable. A book for leaders, innovators, thought provokers and everyone who wants to act and live smarter and healthier, based on latest neuroscience." —Dr. Tobias Kiefer, Director Global Learning & Development, Booz & Company

"A great start for making sense new brain science and for taking active steps towards smart health, at the individual level, and Smart Health, at the societal level." —Misha Pavel, PhD, Program Director for the National Science Foundation's Smart Health and Wellbeing Program

"This is the book you need to begin to think differently about your brain and actively embrace the exciting and promising reality that your brain's health is the cause of the century." —Sandra Bond Chapman, PhD, Founder and Chief Director, UT-Dallas' Center for BrainHealth

"An essential reference on the field of brain fitness, neuroplasticity and cognitive health" —Walter Jessen, PhD, founder and editor, Highlight Health

"A much-needed resource to help us better understand our brains and minds and how to nourish them through life." —Susan E. Hoffman, Director, Osher Lifelong Learning Institute at UC Berkeley

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