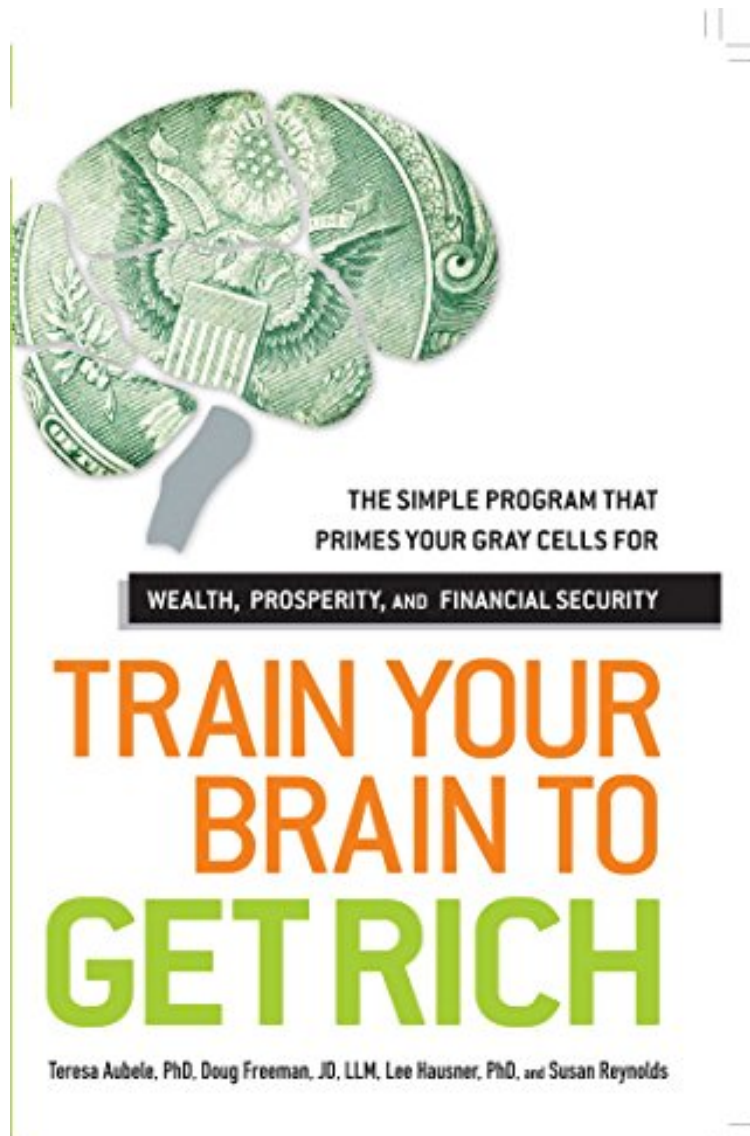


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Train Your Brain to Get Rich: The Simple Program That Primes Your Gray Cells for Wealth, Prosperity, and Financial Security

Teresa Aubele, Doug Freeman, Lee Hausner, Susan Reynolds
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Teresa Aubele, Doug Freeman, Lee Hausner, Susan Reynolds : Train Your Brain to Get Rich: The Simple Program That Primes Your Gray Cells for Wealth, Prosperity, and Financial Security before purchasing it in order to gage whether or not it would be worth my time, and all praised Train Your Brain to Get Rich: The Simple Program That Primes Your Gray Cells for Wealth, Prosperity, and Financial Security:

1 of 3 people found the following review helpful. Good BookBy Solena AllenThis book was a simple easy read and the exercises were simple to do. I would recommend it.I buy most of my books at because of the lower cost.7 of 7 people found the following review helpful. Wealth creation meet the Dao of NeuroscienceBy Anthony R. DickinsonSubtitled "The simple program that primes your gray cells for wealth, prosperity and financial security", this volume presents an addition to the self-help and "how to" reference section of the get-rich-quicker part of the bookshelf. More than just another guru-driven book in the mold of Dale Carnegie, the four authors of this text nonetheless provide a clearly focused 13-chapter read for those wishing to learn a rationale (and recipe) for personal-behavioural action which is designed to maximise (if not simply improve) one's chances of wealth attainment and success.Aimed at those perhaps more unfamiliar with applying the findings of modern neuroscience (and especially so with regards the burgeoning field of neuro-economics) to business and marketing practice. There is little new knowledge or thinking to be found here for the more informed and seasoned scholar of similar texts, but much for the new comer as a first read (think `lizard/reptile' brain business books meets `The Dao of Neuroscience' (review earlier at:[...]))Most chapters begin with a short set of (5-10) probing questions to stimulate the reader's orientation towards its new topic, each requiring a single, fixed, multiple-choice response. The answers provided inform the reader to what degree (if any) s/he might already be acting/prepared consistent with the ensuing chapter's advice. Having dealt with definitions of wealth (Ch.1), and how one's brain's activity might relate to its acquisition (and more importantly perhaps, why most people's do not ! (Chs. 2-5)), the latter half of the book is concerned more with developing the attitudes, planning, and specific daily practice habits required to enhance business success. This approach includes tips and advice re learning, knowledge acquisition, networking and the all-important `intention to become rich' here, but additionally champions the usefulness (if not necessity ?) to engage in frequent, periodic meditation practice (mindfulness). Little data is offered in support of its use in achieving this (though such research data does now exist in the scientific neuroscience literature), the novice business-development reader perhaps often left wondering which parts of the text to believe, and why.Indeed, as with so many texts of this sort, the information provided is inadequately evidenced (there was neither a bibliography nor reference section included in the version received for review), and although some researchers are named on occasion, their published work was not cited anywhere in the book, nor any references provided for the reader to consult further. This was especially true of the final chapter concerned with nutrition, and especially in regards to supporting the developing brain. At best here we received a shopping list of food items to obtain in feeding our `smarter brain' (and it is quite a good list !), whilst also being informed about which items we would do well to avoid; but again the literature references are missing (and thus may appear to be anecdotal in their providing so little evidence for their claims). Likewise with the chapters concerned with exercise (Ch. 11) and sleep (Ch. 12), each again providing rather standard advice, and mostly based upon research dealing with `normative' samples. Indeed, and somewhat paradoxically, it is this last point that makes this book useful (especially for the new comer to business/wealth creation), but also so much less valuable for the experienced business person. Might it be more useful to learn here less about the norms of achievement, and instead to learn more about the specific brain differences, personality traits, and practices of example key entrepreneurs, inventors, discoverers, or even the wealthy people that these authors are trying to help the reader become one of ? This issue was not directly addressed, and as such would be a welcome addition within any subsequent volume. As presently written, I will be buying it for my children to read, if not for a colleague in the lab, but will suggest that we all have a look at the amply concise 32-item advice/checklist in the book's appendix during a visit to the bookshop (pp. 248-251), and oh, don't forget to keep up the daily meditation practice also (Ch.9).Tony DickinsonAcademic Research Laboratory (ARL, HK), KBET+ (USA/China). June, 2012.1 of 1 people found the following review helpful. Great bookBy Fresh VicIt's a great book that tea helps you set up the mindset you need to be rich or successful, I'm glad it was the first book I read and it really helped.

You really can think yourself rich--when you program your gray matter to make money. In this groundbreaking guide, neuroscientist Dr. Teresa Aubele teams up with finance whiz Doug Freeman, business consultant Dr. Lee Hausner, and Psychology Today blogger Susan Reynolds to help you capitalize on your brain--literally.This one-of-a-kind method draws upon the most recent breakthroughs in neuroscience, biology, and psychology to show you how to:Make more money, by reprogramming your brain to identify the best opportunitiesInvest more wisely, by short-circuiting the pleasure center that facilitates your faulty reasoningRebound from financial setbacks, without getting trapped by your brain's fight-or-flight responseCreate more wealth, by focusing your mind on innovation and creativityKeep more of what you make, by tricking your brain into taking the long view This book is your ticket to a more money-minded brain, a bigger bank account, and a richer life--one fortune at a time!