

# TABLE OF CONTENTS

- 9 Introduction/Anatomy/Glossary** The brain's basic tools for perceiving useful information, organizing it, committing it to memory and recalling it

## I THE DEVELOPING BRAIN

*The third trimester through high school*

- 17 Learning in the Womb** 🧠 Evolution has endowed human babies with an incredible ability to learn
- 22 The Eyes Have It** 🧠 How children learn to read minds
- 28 Babies Are Self-Taught Linguists** 🧠 Teach your baby grammar? Don't bother; brush up on your own
- 34 An Early Sign of Intelligence** 🧠 Is my two-year-old a genius?
- 40 Language Learning** 🧠 Reasons why a child may lag behind the normal timetable
- 48 Neglect** 🧠 The worst form of abuse for learning
- 55 Self-Consciousness** 🧠 The terrible twos
- 61 The Deceiving Brain** 🧠 Very likely, a three-year-old really *does* remember seeing a reindeer on the roof
- 66 Temperamental Limitations** 🧠 The poker hand an infant's genome deals it
- 72 Parenting** 🧠 The three key ways to teach character
- 77 Music** 🧠 The best whole-brain builder — Mozart notwithstanding
- 85 Strategies to Improve Memory** 🧠 But children need time to catch onto them
- 92 Words at Play** 🧠 The more words heard, from infancy on up, the higher the verbal test scores
- 100 Habituation** 🧠 The virtues of *not* paying attention

## II THE MATURING YEARS

*From college to retirement*

- 106 Focus on Focus** 🍷 Paying attention is the key to learning, especially under pressure
- 113 Learning the Easy Way** 🍷 A little emotion helps
- 118 Using Your Mind's Ear** 🍷 Executive function's versatile tool — the remarkable phonological loop
- 126 Long-Term Memory** 🍷 Why repetition, rehearsal and practice work so well
- 132 Memory is Plural** 🍷 Knowing how its systems interrelate improves coding into long-term memory
- 141 Mindlessness** 🍷 The brain on autopilot loses altitude
- 147 Stress** 🍷 A little bit too often kills memory cells
- 155 Make It Meaningful** 🍷 The three levels of remembering
- 161 Brain Nutrition** 🍷 What foods help you do your best work at different times of day
- 171 Caffeine** 🍷 In moderation, a smart drug
- 178 Learning Addiction** 🍷 The brain's reward for learning new skills
- 186 The Slighted Sense** 🍷 How smells influence memory
- 195 Dreams at Work** 🍷 The crucial role sleep plays in learning
- 203 False Testimony** 🍷 Memory for events is highly suggestible
- 209 Practice in the Mind** 🍷 Visualizing a motor skill sharpens performance
- 212 Learning Without Knowing It** 🍷 Why a bit of plagiarism is inevitable

### III THE EXPERIENCED MIND

*Maintaining treasured qualities of life*

- 220 Healthy Aging** 🧠 Lessons from professors about outsmarting age-related memory loss
- 233 The Trick to Remembering Names** 🧠 “That’s OK, I don’t remember yours either”
- 240 Making Memories** 🧠 Techniques for getting around an imperfect memory
- 245 Influence of Stress on Mood and Health** 🧠 How moods influence the health of your brain and body
- 253 Humor Therapy** 🧠 When laughter becomes dead serious
- 259 Performing Music** 🧠 A mind-saving hobby for aging brains
- 269 The Best Brain Workouts** 🧠 Why Fill-in-the-Blank is better than Multiple-Choice
- 275 Teaching to Stay Alive** 🧠 A commitment to listening hard feeds neurons
- 279 Full-Brain Engagement** 🧠 How building a family tree puts into practice what the experts preach
- 284 It’s Usually Not Alzheimer’s** 🧠 Healthy aging versus dementia, and how to tell the difference
- 294 Stroke!** 🧠 Types, symptoms and a new treatment
- 301 Rebuilding Brain Cells** 🧠 How physical and mental exercise improve ability to learn and recall
- 308 Coming Treatments** 🧠 What the labs have discovered and what you can do in the meantime
- 314 Index**

