

## Ten practical books about how the brain works

How does an optical illusion work? Is intelligence hereditary? How can you optimise your memory? You'll find the answer to these and many more questions in the 'Braintwisters' series. This unique collection includes 10 fascinating books about how our brain works. Nothing profound; they are thin paperbacks peppered with numerous games, practical tips and interesting facts. The ideal way to relax on a lazy day off.

### Present production facts

- 10 Titles:
  1. Optical Illusions
  2. The brain's biology
  3. How the brain works
  4. All kinds of memory
  5. Thinking about thinking
  6. Optimise your memory
  7. Brain and psychology
  8. Keeping your brain healthy
  9. A brain for every age
  10. The playful brain
- Book size: 120mm x 170mm
- 80 p
- Full colour
- 50% facts & 50% puzzles

With puzzles, brainteasers, memory exercises and games.

### 1. Optical illusions

Are you really seeing what you see? Usually you are, but sometimes you aren't and that is confusing for the brain. What you see doesn't always correspond with reality. Sometimes you see things that simply aren't there. It's never straightforward. Optical illusions offer convincing evidence of this.



*Enjoy thinking!*

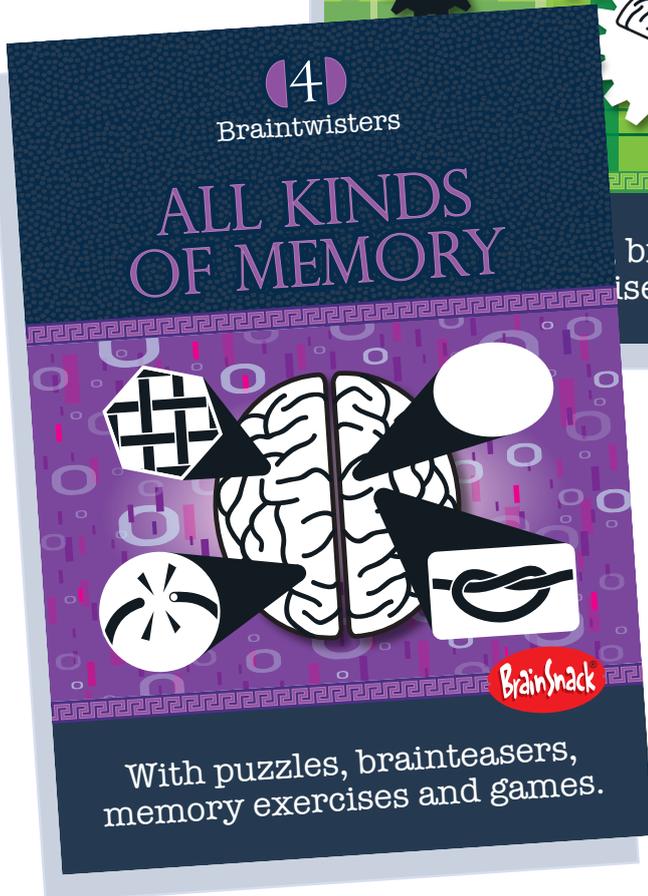
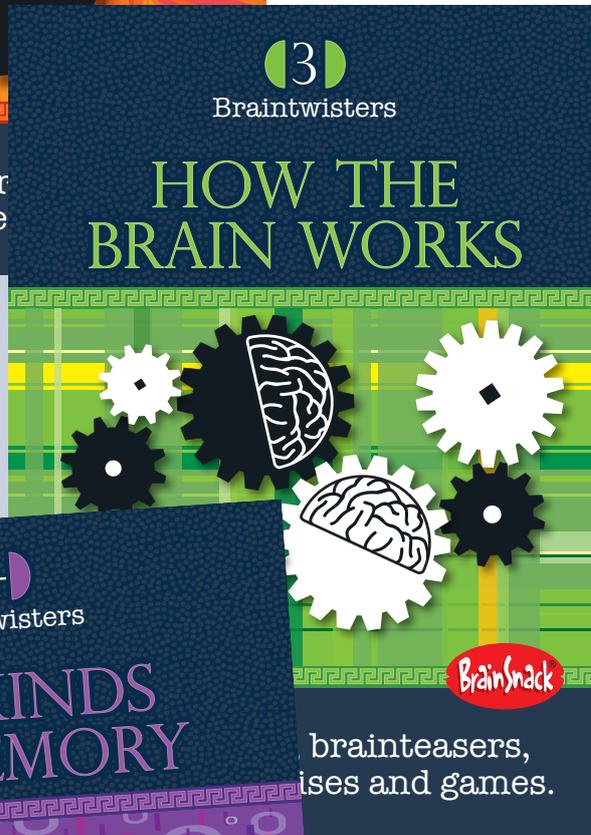
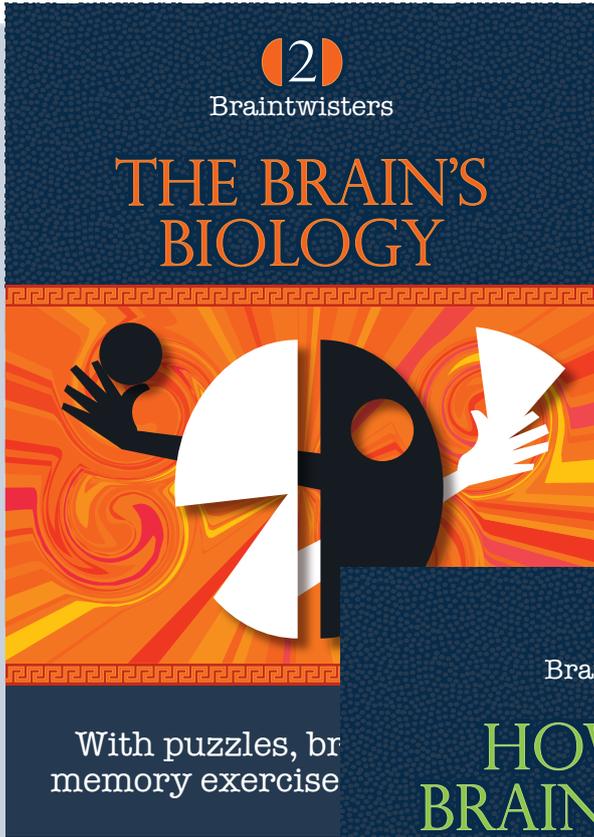


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### 2. The brain's biology

What's in our head? Literally, what is our brain or brain matter composed of? How do its parts respond to each other and what is the result of this remarkable, so typically human concerted action? Science has been agonizing about these fascinating questions since time immemorial.

### 3. How the brain works

The human brain is like a machine, a marvellously functioning unit of structures with an amazing capacity and abilities that you can use until late in life. Moreover, you can make it better. Inside your head it is quite like a busy restaurant where the waiters seemingly hamper each other, but in the end everyone gets their order on time.

### 4. All kinds of memory

Forget the excuse that you can't remember anything else; that your "memory is full": the brain's average storage capacity is estimated to be a few million CD-ROMs; that is quite a lot! Our memory continues to function fine until late in life. It simply becomes more difficult to find the desired information because there is so much information present. Our memory comes in many forms: short-term, long-term, sensory, etc. One golden rule: use it or you'll lose it.



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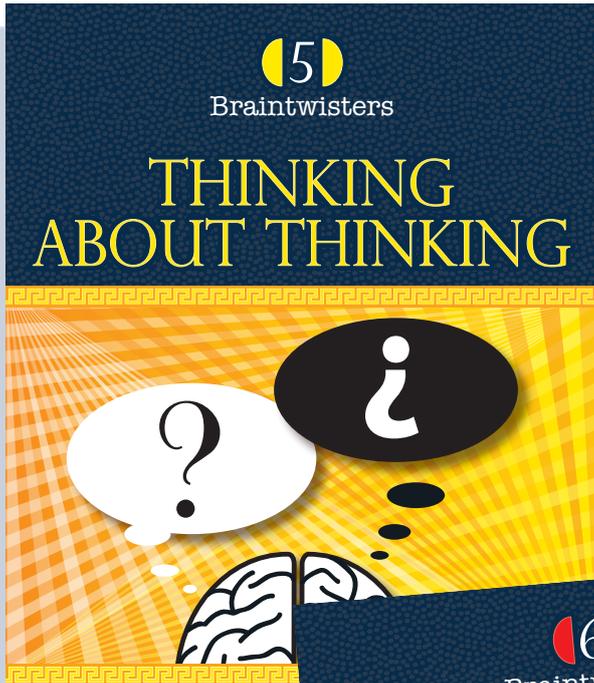


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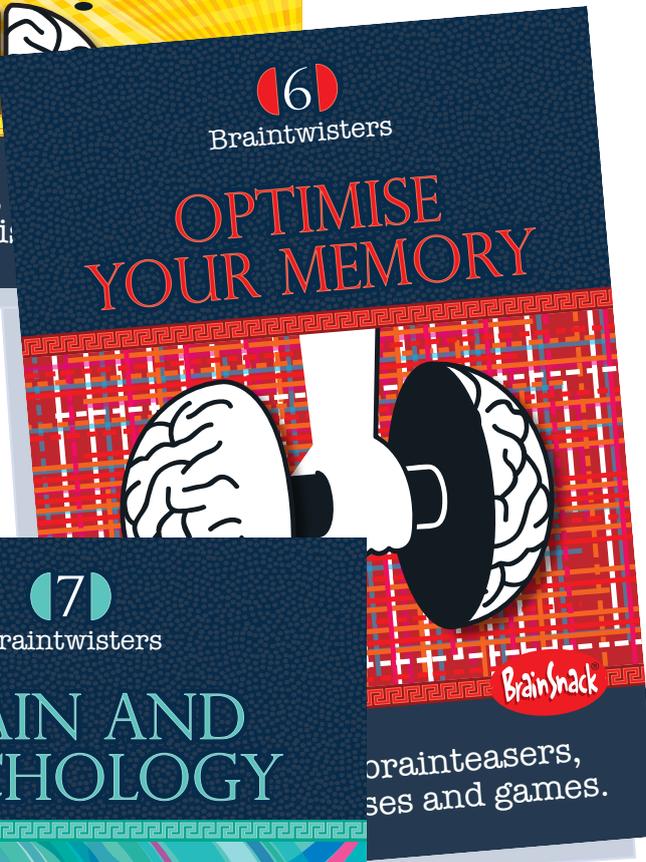
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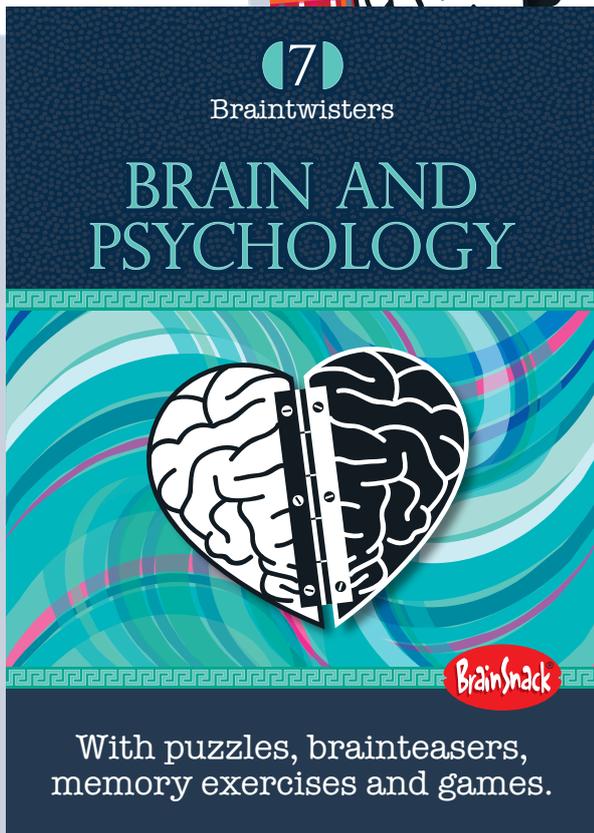
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With puzzles,  
memory exerci



brainteasers,  
ses and games.



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memory exercises and games.

## 5. Thinking about thinking

The human brain is the most extraordinary form of organised matter in our solar system and it is also able to think that up. The brain's core business is thinking/reflecting, in all its (basic) forms: primitive or programmed, logical or based on experience, mathematical or argumentative, creative or lateral.

## 6. Optimise your memory

Our memory is not a monolithic block that is innate and never changes, on the contrary. Even though it becomes more difficult to 'remember' over the years, you can learn several techniques to optimise your memory.

## 7. Brain and psychology

Much of mankind's psychology takes place in the (darkest) remote corners of our brain. Those who want to explain and understand the behaviour of human beings don't get very far without theories about the operation of processes (which are sometimes objectively perceptible) in that brain. A discussion with many perspectives: how brains process information, the role of the subconscious, where neuroses come from, etc.



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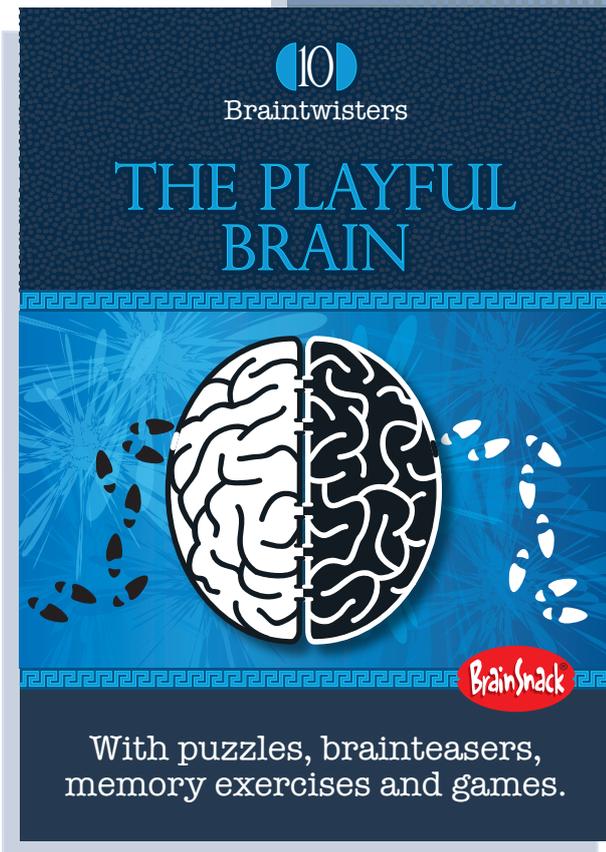
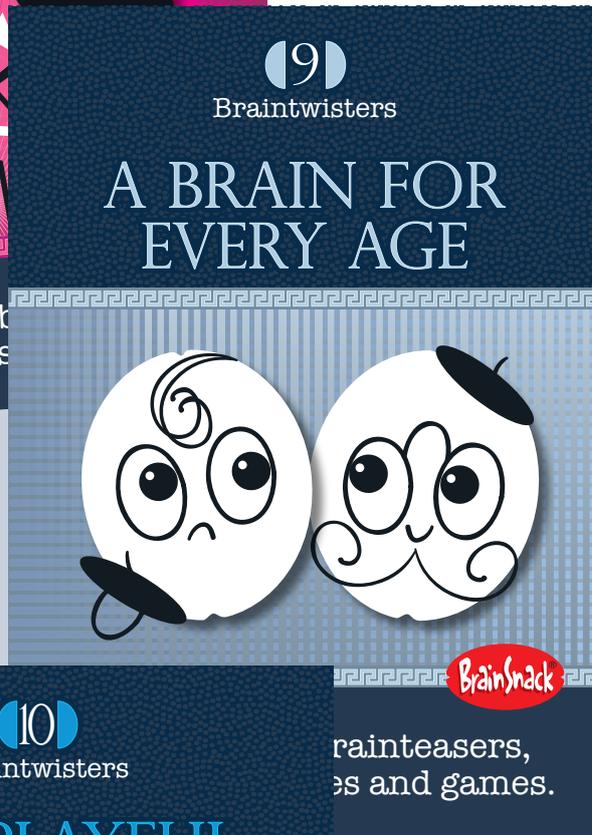
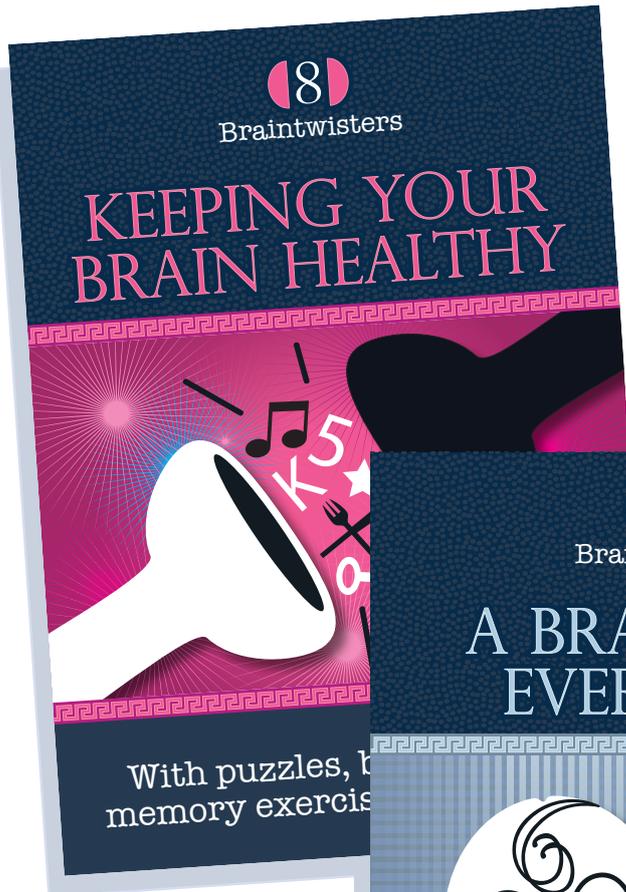


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**8. Keeping your brain healthy**  
Proverbial wisdom says: a healthy mind in a healthy body. You are therefore in control of at least part of this. Tests have shown that physical exertion stimulates neurogenesis: those who move make significantly more brain cells, which are also granted a longer life. More brain cells ensure better brainpower and better long-term memory.

**9. A brain for every age**  
Young brains work differently than brains that are a bit older. For example, children learn more quickly than adults, but older people store information more efficiently. Wisdom comes with age, they say. As we get older our brain becomes better at certain tasks. Those who continue to challenge themselves mentally learn new skills.

**10. The playful brain**  
Do brainteasers or computer games have a positive impact on brain activity? For the last 15 years we have known that the brain is plastic and it remains so until late in life. The brain's structure develops constantly as a reaction to the experiences that you gain. The more your brain is stimulated via sports and games, the better your mental condition.



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