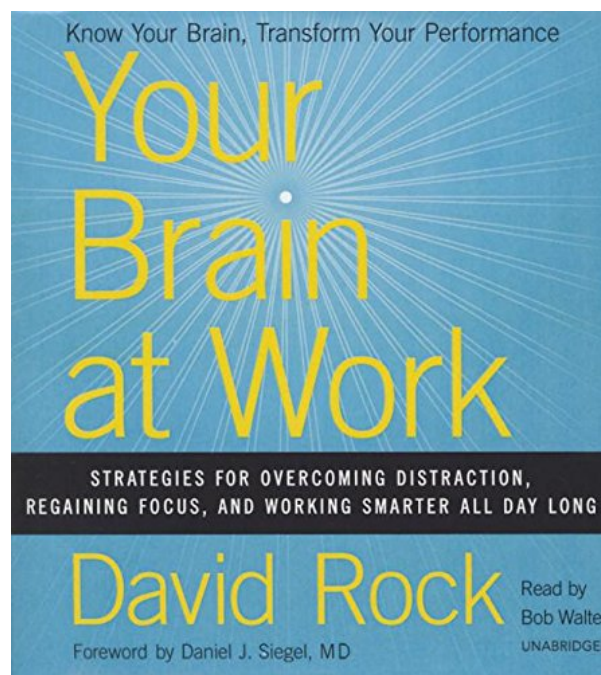
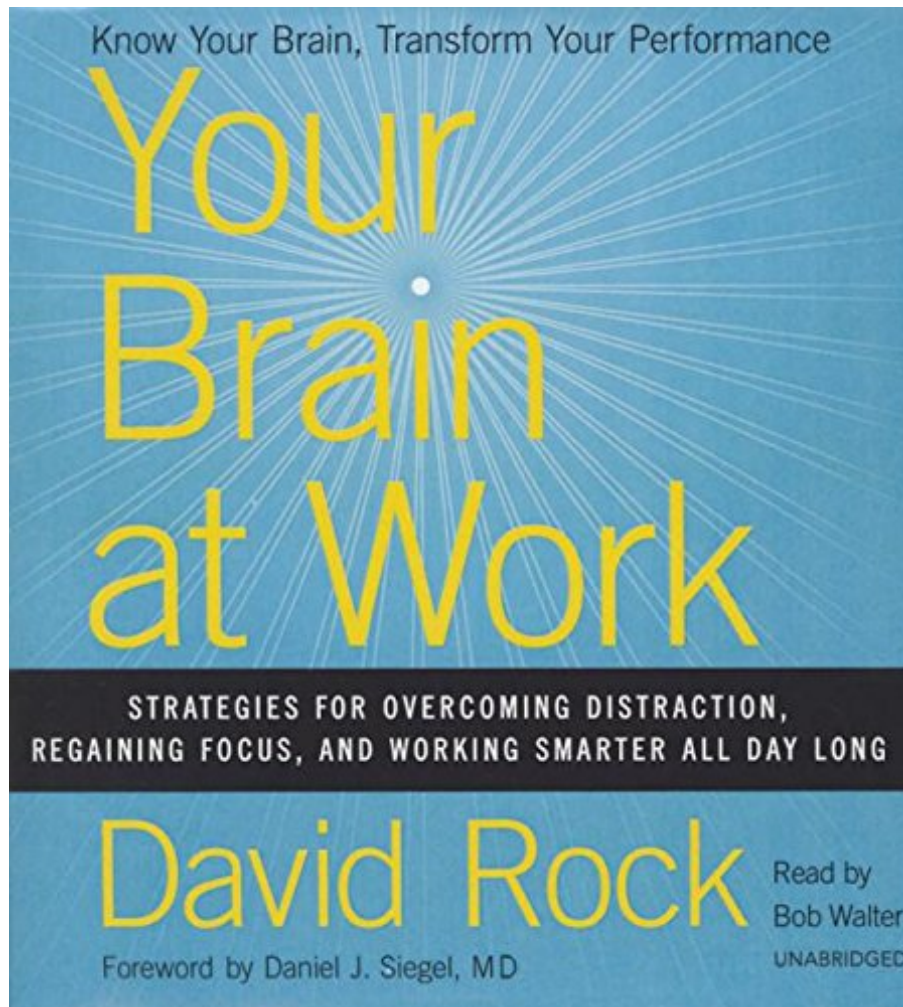


YOUR BRAIN AT WORK: STRATEGIES FOR OVERCOMING DISTRACTION, REGAINING FOCUS, AND WORKING SMARTER ALL DAY LONG BY DAVID ROCK



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Review

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About the Author

David Rock is a consultant and leadership coach who advises corporations around the world. The author of *Coaching with the Brain in Mind*, *Quiet Leadership*, and *Personal Best*, he is the CEO of Results Coaching

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The parents of two young children, Emily is the newly promoted VP of marketing at a large corporation while Paul works as an independent IT consultant. Their lives, like all of ours, are filled with a bewildering blizzard of emails, phone calls, meetings, projects, proposals, and plans. Just staying ahead of the storm has become a seemingly insurmountable task. In this book, we travel inside Emily and Paul's brains as they attempt to manage the vast quantities of information they're presented with. Fortunately, they're in good hands: David Rock knows how the brain works-- and more specifically, how it works in a work setting. Rock shows how it's possible not only to survive in today's overwhelming work environment but succeed in it-- and still feel energized and accomplished at the end of the day.

- Sales Rank: #1429062 in Books
- Published on: 2015-08-04
- Formats: Audiobook, CD
- Original language: English
- Number of items: 8
- Dimensions: 5.84" h x .85" w x 5.20" l,
- Running time: 34860 seconds
- Binding: Audio CD
- 1 pages

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Most helpful customer reviews

2 of 2 people found the following review helpful.

INTERESTING BUT A DIFFICULT READ FOR ME

By DCS - CARMAN

It is a very interesting book, very informative, but was a somewhat difficult read for me. Maybe it was just me, but I had to read some of the passages a few times to get the full understanding of the authors message. Then, I always felt I was still missing something. As a person with both Left Brain and Right Brain capabilities my creativity is sometimes living in different world. And the problem of better understanding the book, "Your Brain at Work" rests in my ability to sort things out in a rational manner, and at a higher Fog Index than I'm used to.

DCS - CARMAN Author LOOK OUT AMERICA

1 of 1 people found the following review helpful.

How the Brain Works, and What You Should Do With This Knowledge

By Dre

I've become fascinated with the way human brains work. My reading began with *On Intelligence* by Jeff

Hawkins, and continued with many others like Thinking, Fast and Slow by Daniel Kahneman and, this book: Your Brain at Work by David Rock.

I recommend the book by David Rock because it brings together many disparate thoughts and ideas on the subject, then hypothesizes and theorizes applications from these better understandings of how brains work. Also, it's very easy to read this book in spurts (very important when you have a toddler that naps anywhere from 30 minutes to 2 hours; also great for 20-30 minute bus rides).

Though not a scientist himself, David Rock references Kahneman, Ariely and many other studies and scientists in the field. There are many applications from this knowledge: from more productive meetings at work to having an argument with a friend with a positive outcome.

93 of 98 people found the following review helpful.

Get this book

By Janis Grummitt

THE "GUTS" OF THIS BOOK

This is one of the most practical 'neuro' books on the market at the moment. It is aimed at the 'lay-person' rather than the 'neuro-enthusiast'. The focus of the book is based on Rock's belief that'by understanding your brain, you increase your capacity to change your brain.' As a 'neuro-enthusiast and translator' I agree with him completely, and so do neuro-specialists such as Dan Siegel. However, it might be more accurate in the case of this book to say 'by understanding your mind, you increase your capacity to change your brain'. This book is about more than the physiology and processing power of the brain. Many of these practical tips have been tried and tested for years but we now have evidence to show why they work. Rock clearly outlines these for us.

WRITING STYLE

David Rock uses three parallel techniques to involve us. These run throughout the book:

- * A story - The story of Emily and Paul allow us to identify with their thinking at work.
- * A metaphor - The use of a stage and actors enable us to easily understand the roles of various parts of our thinking
- * A reference to research and the physical brain - Research data that underpins the book. Mercifully he avoids using large numbers of neuro- jargon. He focuses on the role of the pre-frontal Cortex (the director) and the way in which we use our 'director' in dealing with chemical responses. He introduces us to three positive chemicals; dopamine (feel good), nor-adrenaline (excitement) and oxytocin (collaboration).

The combination of all three of these works because it draws people with different thinking preferences into the content. For those of you are aware of the HBDI (Herrmann Brain Dominance Instrument) the red dominants will follow the story, yellow's the metaphor and the blue's the data and analysis.

RELEVANCE

In the past 10 years, research into the functionality of the brain and ongoing discoveries around brain 'plasticity' have changed our minds for ever. Many old theories and beliefs have been reinforced and others discredited. The Buddhist belief that 'mindfulness' and focus improves the mind now has tangible proof (through PET scanning). On the other hand, multi-tasking, that previously touted holy-grail of efficiency, has been largely debunked. This is seriously important for all of us involved in developing human potential. It

will not be a flash-in-the-pan any more than the understanding of the basis and treatment of infection was over 100 years ago.

THE SOCIAL MIND

Rock spends a large part of his book examining the consequences of our human social `wiring'. I recently read and enjoyed `The Power of Collective Wisdom'. This book added some of the missing pieces to that excellent book. I advise anyone interested in developing the potential of teams or organizations to read these two together.

CONCLUSION

Buy this book and read it. This is the way of the future. In a few years time, there will be a huge number of titles beginning with `neuro' or its equivalent. David Rock makes understanding this future more easy, this is the beginning of something important for us all.

See all 264 customer reviews...

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Guides Your Brain At Work: Strategies For Overcoming Distraction, Regaining Focus, And Working Smarter All Day Long By David Rock, from easy to complex one will certainly be an extremely helpful works that you could take to transform your life. It will not offer you unfavorable statement unless you do not get the significance. This is certainly to do in reading an e-book to conquer the definition. Frequently, this e-book entitled Your Brain At Work: Strategies For Overcoming Distraction, Regaining Focus, And Working Smarter All Day Long By David Rock is read due to the fact that you really like this sort of publication. So, you can get much easier to recognize the perception and also definition. Once longer to consistently remember is by reading this publication **Your Brain At Work: Strategies For Overcoming Distraction, Regaining Focus, And Working Smarter All Day Long By David Rock**, you can satisfy hat your inquisitiveness beginning by finishing this reading book.

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