contents

introduction 1

exercise 7
Rule #1: Exercise boosts brain power.
Our brains love motion ~ The incredible test-score booster ~ Will you age like Jim or like Frank? ~ How oxygen builds roads for the brain

survival 29
Rule #2: The human brain evolved, too.
What’s uniquely human about us ~ A brilliant survival strategy ~ Meet your brain ~ How we conquered the world

wiring 49
Rule #3: Every brain is wired differently.
Neurons slide, slither, and split ~ Experience makes the difference ~ Furious brain development not once, but twice ~ The Jennifer Aniston neuron

attention 71
Rule #4: We don’t pay attention to boring things.
Emotion matters ~ Why there is no such thing as multitasking ~ We pay great attention to threats, sex, and pattern matching ~ The brain needs a break!

short-term memory 95
Rule #5: Repeat to remember.
Memories are volatile ~ How details become splattered across the insides of our brains ~ How the brain pieces them back together again ~ Where memories go

long-term memory 121
Rule #6: Remember to repeat.
If you don’t repeat this within 30 seconds, you’ll forget it ~ Spaced repetition cycles are key to remembering ~ When floating in water could help your memory
Rule #7: Sleep well, think well.
The brain doesn't sleep to rest ~ Two armies at war in your head ~ How to improve your performance 34 percent in 26 minutes ~ Which bird are you? ~ Sleep on it!

Rule #8: Stressed brains don't learn the same way.
Stress is good, stress is bad ~ A villain and a hero in the toxic-stress battle ~ Why the home matters to the workplace ~ Marriage intervention for happy couples

Rule #9: Stimulate more of the senses.
Lessons from a nightclub ~ How and why all of our senses work together ~ Multisensory learning means better remembering ~ What's that smell?

Rule #10: Vision trumps all other senses.
Playing tricks on wine tasters ~ You see what your brain wants to see, and it likes to make stuff up ~ Throw out your PowerPoint

Rule #11: Male and female brains are different.
Sexing humans ~ The difference between little girl best friends and little boy best friends ~ Men favor gist when stressed; women favor details ~ A forgetting drug

Rule #12: We are powerful and natural explorers.
Babies are great scientists ~ Exploration is aggressive ~ Monkey see, monkey do ~ Curiosity is everything

Acknowledgements
Index