



## Memory Pocketbook

By Vicki Culpin

Management Pocketbooks. Paperback. Book Condition: new. BRAND NEW, Memory Pocketbook, Vicki Culpin, Memory is fundamental to our very existence but how much do you know about it and how much effort, if any, do you put into improving your memory? In a business context your professional development and well-being depend upon it. In this pocketbook Vicki Culpin looks at the structure of memory, distinguishing between sensory memory and short- and long-term memory. She describes the causes of poor memory (e.g. tiredness, cognitive overload and poor concentration) and the key principles for improving it (attention, effort, motivation and meaning). Episodic memory and other memory types including semantic, declarative and autobiographical all have a role within a business context as this book explains. Further chapters deal with forgetting (it can be a positive factor!) and the relationship between learning style (verbal, visual and kinaesthetic) and memory strategies.



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### **Bullied: What Every Parent, Teacher, and Kid Needs to Know about Ending the Cycle of Fear (Hardback)**

HarperCollins Publishers Inc, United States, 2012. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Winner of National Parenting Publications Award and Mom's Choice Award!Everybody knows how it feels to be ostracized, isolated or taunted, but...