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Expectations drive results.

Sommario/riassunto

"This is the first book that combines the neuroscience of how our brain works and other insights into how we can apply this to everyday, home and work, as well as offering practical tools and tips to lead healthy and productive lives. It focuses on how we behave, communicate, feel, remember, pay attention, create, influence and make decisions"--
"This is the first book that combines the neuroscience of how our brain works and other insights into how we can apply this to everyday, home and work, as well as offering practical tools and tips to lead healthy and productive lives. It focuses on how we behave, communicate, feel, remember, pay attention, create, influence and make decisions.
TOPICAL -- the topic of neuroscience is huge right now, particularly when combined with information on AI/Big Data/technology overload. It would follow on well from Offline publishing in December 18, AI in Practice publishing in Feb/March. We have a solid track record in this area. AUTHOR EXPERT -- Dr Helena Boschi is a renowned expert in this area, and is becoming hugely in demand at all neuroscience events / speaking and conferences -- SEE AUTHOR PROPOSAL. SPEAKING -- Dr Helena Boschi is starting to be in huge demand to speak and train at a lot of high profile events and with big industry players. She'll be using the new book here as a much more authoritative lead generation tool than the current version. TRAINING -- Lansons' client list is huge so Lansons and Helena will be giving books to all these clients at every opportunity"--
