

A Mind For Numbers By Barbara Oakley

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Summary of Barbara Oakley's A Mind for Numbers by Milkyway Media

Imagine if you could condense all 3.5 billion years of life on Earth into just one hour. If you did, the dinosaurs wouldn't show up until 56 minutes into the hour, and they'd be gone three minutes later. Modern humans (the ones we are related

to) would amble into view at the very end of the hour, with just 0.2 seconds to spare.

Evil Genes

If you could hike to the moon, how long would it take? Just how many glasses of lemonade would you need to fill an Olympic-size swimming pool? If everyone on Earth owned exactly the same amount of land, how big would your yard be? And how much time would you spend mowing the lawn? Learn the math behind these questions in this hilarious romp through weight, volume, distance, and more. These 12 zany scenarios add up to a book full of fun!

If

A Mind for Numbers

Draws on firsthand interviews with outstanding students at universities across the country to examine the secrets of a successful college career, introducing seventy-five simple rules designed to assist students ace their classes, assume leadership positions, build a superb résumé, define their life goals, and have fun at the same

time. Original. 17,500 first printing.

The Motivation Hacker

“Delightful . . . easily digestible chapters include plenty of helpful examples and illustrations. You'll never forget the Pythagorean theorem again!”—Scientific American Many people take math in high school and promptly forget much of it. But math plays a part in all of our lives all of the time, whether we know it or not. In *The Joy of x*, Steven Strogatz expands on his hit New York Times series to explain the big ideas of math gently and clearly, with wit, insight, and brilliant illustrations. Whether he is illuminating how often you should flip your mattress to get the maximum lifespan from it, explaining just how Google searches the internet, or determining how many people you should date before settling down, Strogatz shows how math connects to every aspect of life. Discussing pop culture, medicine, law, philosophy, art, and business, Strogatz is the math teacher you wish you'd had. Whether you aced integral calculus or aren't sure what an integer is, you'll find profound wisdom and persistent delight in *The Joy of x*.

Introduction to Mathematical Thinking

"Our understanding of how the human brain performs mathematical calculations is

far from complete. In *The Number Sense*, Stanislas Dehaene offers readers an enlightening exploration of the mathematical mind. Using research showing that human infants have a rudimentary number sense, Dehaene suggests that this sense is as basic as our perception of color, and that it is wired into the brain. But how then did we leap from this basic number ability to trigonometry, calculus, and beyond? Dehaene shows that it was the invention of symbolic systems of numerals that started us on the climb to higher mathematics. Tracing the history of numbers, we learn that in early times, people indicated numbers by pointing to part of their bodies, and how Roman numerals were replaced by modern numbers. On the way, we also discover many fascinating facts: for example, because Chinese names for numbers are short, Chinese people can remember up to nine or ten digits at a time, while English-speaking people can only remember seven. A fascinating look at the crossroads where numbers and neurons intersect, *The Number Sense* offers an intriguing tour of how the structure of the brain shapes our mathematical abilities, and how math can open up a window on the human mind"--Provided by publisher.

Mission Transition

Why is math so hard? And why, despite this difficulty, are some people so good at it? If there's some inborn capacity for mathematical thinking—which there must be, otherwise no one could do it —why can't we all do it well? Keith Devlin has answers

to all these difficult questions, and in giving them shows us how mathematical ability evolved, why it's a part of language ability, and how we can make better use of this innate talent. He also offers a breathtakingly new theory of language development—that language evolved in two stages, and its main purpose was not communication—to show that the ability to think mathematically arose out of the same symbol-manipulating ability that was so crucial to the emergence of true language. Why, then, can't we do math as well as we can speak? The answer, says Devlin, is that we can and do—we just don't recognize when we're using mathematical reasoning.

How Not to be Wrong

Unleash powerful teaching and the science of learning in your classroom *Powerful Teaching: Unleash the Science of Learning* empowers educators to harness rigorous research on how students learn and unleash it in their classrooms. In this book, cognitive scientist Pooja K. Agarwal, Ph.D., and veteran K-12 teacher Patrice M. Bain, Ed.S., decipher cognitive science research and illustrate ways to successfully apply the science of learning in classrooms settings. This practical resource is filled with evidence-based strategies that are easily implemented in less than a minute—without additional prepping, grading, or funding! Research demonstrates that these powerful strategies raise student achievement by a letter grade or more; boost learning for diverse students, grade levels, and subject areas;

and enhance students' higher order learning and transfer of knowledge beyond the classroom. Drawing on a fifteen-year scientist-teacher collaboration, more than 100 years of research on learning, and rich experiences from educators in K-12 and higher education, the authors present highly accessible step-by-step guidance on how to transform teaching with four essential strategies: Retrieval practice, spacing, interleaving, and feedback-driven metacognition. With *Powerful Teaching*, you will: Develop a deep understanding of powerful teaching strategies based on the science of learning Gain insight from real-world examples of how evidence-based strategies are being implemented in a variety of academic settings Think critically about your current teaching practices from a research-based perspective Develop tools to share the science of learning with students and parents, ensuring success inside and outside the classroom *Powerful Teaching: Unleash the Science of Learning* is an indispensable resource for educators who want to take their instruction to the next level. Equipped with scientific knowledge and evidence-based tools, turn your teaching into powerful teaching and unleash student learning in your classroom.

How To Win At College

'My first serious blackout marked the line between sanity and insanity. Though I would have moments of lucidity over the coming days and weeks, I would never again be the same person ' Susannah Cahalan was a happy, clever, healthy twenty-

four-year old. Then one day she woke up in hospital, with no memory of what had happened or how she had got there. Within weeks, she would be transformed into someone unrecognizable, descending into a state of acute psychosis, undergoing rages and convulsions, hallucinating that her father had murdered his wife; that she could control time with her mind. Everything she had taken for granted about her life, and who she was, was wiped out. Brain on Fire is Susannah's story of her terrifying descent into madness and the desperate hunt for a diagnosis, as, after dozens of tests and scans, baffled doctors concluded she should be confined in a psychiatric ward. It is also the story of how one brilliant man, Syria-born Dr Najar, finally proved - using a simple pen and paper - that Susannah's psychotic behaviour was caused by a rare autoimmune disease attacking her brain. His diagnosis of this little-known condition, thought to have been the real cause of devil-possession through history, saved her life, and possibly the lives of many others. Cahalan takes readers inside this newly-discovered disease through the progress of her own harrowing journey, piecing it together using memories, journals, hospital videos and records. Written with passionate honesty and intelligence, Brain on Fire is a searingly personal yet universal book, which asks what happens when your identity is suddenly destroyed, and how you get it back. 'With eagle-eye precision and brutal honesty, Susannah Cahalan turns her journalistic gaze on herself as she bravely looks back on one of the most harrowing and unimaginable experiences one could ever face: the loss of mind, body and self. Brain on Fire is a mesmerizing story' -Mira Bartók, New York Times bestselling

author of *The Memory Palace* Susannah Cahalan is a reporter on the New York Post, and the recipient of the 2010 Silurian Award of Excellence in Journalism for Feature Writing. Her writing has also appeared in the New York Times, and is frequently picked up by the Daily Mail, Gawker, Gothamist, AOL and Yahoo among other news aggregator sites.

APRENDENDO A APRENDER

Sustainability applies to everybody. But everybody applies it differently, by defining and shaping it differently—much as water is edged and shaped by its container. It is conceived in absolute terms but underpinned by a great diversity of relatively “green”—and sometimes contradictory—practices that can each make society only more or less sustainable. In *Practicing Sustainability*, chefs, poets, music directors, evangelical pastors, skyscraper architects, artists, filmmakers, as well as scientific leaders, entrepreneurs, educators, business executives, policy makers, and the contrarians, shed light on our understanding of sustainability and the role that each of us can play. Each contributor addresses what sustainability means, what is most appealing about the concept, and what they would like to change to improve the perception and practice of sustainability. What emerges from their essays is a wide spectrum of views that confirm an important insight: Sustainability is pursued in different ways not only due to different interpretations, but also because of varying incentives, trade-offs, and altruistic motives. Practicing

and achieving sustainability starts with a willingness to look critically at the concept. It also means enabling rich and vigorous discussion based on pragmatism and common sense to determine a framework for best ideas and practices. With time and the much needed critical thinking, sustainable development will become a more integral part of our culture. By sharing experiences and crisp insights from today's savants, Practicing Sustainability serves as a stepping stone to the future.

The Mind of a Mnemonist

The companion book to COURSERA®'s wildly popular massive open online course "Learning How to Learn" Whether you are a student struggling to fulfill a math or science requirement, or you are embarking on a career change that requires a new skill set, A Mind for Numbers offers the tools you need to get a better grasp of that intimidating material. Engineering professor Barbara Oakley knows firsthand how it feels to struggle with math. She flunked her way through high school math and science courses, before enlisting in the army immediately after graduation. When she saw how her lack of mathematical and technical savvy severely limited her options—both to rise in the military and to explore other careers—she returned to school with a newfound determination to re-tool her brain to master the very subjects that had given her so much trouble throughout her entire life. In A Mind for Numbers, Dr. Oakley lets us in on the secrets to learning effectively—secrets that even dedicated and successful students wish they'd known earlier. Contrary to

popular belief, math requires creative, as well as analytical, thinking. Most people think that there's only one way to do a problem, when in actuality, there are often a number of different solutions—you just need the creativity to see them. For example, there are more than three hundred different known proofs of the Pythagorean Theorem. In short, studying a problem in a laser-focused way until you reach a solution is not an effective way to learn. Rather, it involves taking the time to step away from a problem and allow the more relaxed and creative part of the brain to take over. The learning strategies in this book apply not only to math and science, but to any subject in which we struggle. We all have what it takes to excel in areas that don't seem to come naturally to us at first, and learning them does not have to be as painful as we might think! From the Trade Paperback edition.

Make It Stick

In the twenty-first century, everyone can benefit from being able to think mathematically. This is not the same as "doing math." The latter usually involves the application of formulas, procedures, and symbolic manipulations; mathematical thinking is a powerful way of thinking about things in the world -- logically, analytically, quantitatively, and with precision. It is not a natural way of thinking, but it can be learned. Mathematicians, scientists, and engineers need to "do math," and it takes many years of college-level education to learn all that is required.

Mathematical thinking is valuable to everyone, and can be mastered in about six weeks by anyone who has completed high school mathematics. Mathematical thinking does not have to be about mathematics at all, but parts of mathematics provide the ideal target domain to learn how to think that way, and that is the approach taken by this short but valuable book. The book is written primarily for first and second year students of science, technology, engineering, and mathematics (STEM) at colleges and universities, and for high school students intending to study a STEM subject at university. Many students encounter difficulty going from high school math to college-level mathematics. Even if they did well at math in school, most are knocked off course for a while by the shift in emphasis, from the K-12 focus on mastering procedures to the "mathematical thinking" characteristic of much university mathematics. Though the majority survive the transition, many do not. To help them make the shift, colleges and universities often have a "transition course." This book could serve as a textbook or a supplementary source for such a course. Because of the widespread applicability of mathematical thinking, however, the book has been kept short and written in an engaging style, to make it accessible to anyone who seeks to extend and improve their analytic thinking skills. Going beyond a basic grasp of analytic thinking that everyone can benefit from, the STEM student who truly masters mathematical thinking will find that college-level mathematics goes from being confusing, frustrating, and at times seemingly impossible, to making sense and being hard but doable. Dr. Keith Devlin is a professional mathematician at Stanford University

and the author of 31 previous books and over 80 research papers. His books have earned him many awards, including the Pythagoras Prize, the Carl Sagan Award, and the Joint Policy Board for Mathematics Communications Award. He is known to millions of NPR listeners as "the Math Guy" on Weekend Edition with Scott Simon. He writes a popular monthly blog "Devlin's Angle" for the Mathematical Association of America, another blog under the name "profkeithdevlin", and also blogs on various topics for the Huffington Post.

How to Become a Straight-A Student

The Way I Heard It

A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book *A Mind for Numbers* *A Mind for Numbers* and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn

what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains:

- Why sometimes letting your mind wander is an important part of the learning process
- How to avoid "rut think" in order to think outside the box
- Why having a poor memory can be a good thing
- The value of metaphors in developing understanding
- A simple, yet powerful, way to stop procrastinating

Filled with illustrations, application questions, and exercises, this book makes learning easy and fun.

The Hidden Brain

Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning.

The Math Gene

Mental math is a skill people practice on a daily basis, often subconsciously, which involves doing calculations in your head. In mental math, you don't have to write down elaborate details concerning the variables involved. Children are usually

encouraged to learn mental math skills early in school, because being good at mental calculations can make a person successful in many other fields. Please note that even if being good at mental math does not necessarily signify high intelligence, people usually think it does, and that perception can help you obtain opportunities for advanced study or career development. Mental math proficiency is not just good for academic pursuits but also helps make life easier overall. This book dives deep into the mechanics of mental math and provides examples that will help the reader build mental math proficiency quickly.

Thinking In Numbers

A 30 day workbook for turning words into actions and actions into results Imagine 2 scenarios. In the first one you have just finished reading A Mind For Numbers by Barbara Oakley. It was a great book and you remember that it mentioned a lot of smart things. But you can't remember much of it now as you close the book. In the second scenario you have just finished the same book. The difference now is that you have a plan for how to implement this new knowledge to improve your life. Most people will find themselves in scenario one. We believe that reading is an investment. You spend time with a book because you hope that it will make you happier, healthier, wealthier or smarter. But simply just reading a great book is not enough. You have to take action! This workbook helps you do just that and makes it easier for you to make real changes from the books you read.

The School of Greatness

An engineering professor who started out doing poorly in mathematical and technical subjects in school offers tools, tips and techniques to learning the creative and analytical thought processes that will lead to achievement in math and science. Original.

Hooked

A professor of pediatrics reveals the many modes of learning and arms parents and teachers with the knowledge they need to help children prosper in a school environment. 75,000 first printing.

A Mind For Numbers

For salespeople tired of feeling stressed out, burned out, and bummed out that their customers don't want to hear from them, A Mind for Sales is the guide they need to develop a success mindset and the habits required to breakthrough to a whole new level of sales performance. Everybody knows the world of sales can be tough, and it's easy to get discouraged when the rejections start piling up, and your customers stop picking up the phone. The wrong thought patterns can start to

set in, and pretty soon you aren't making your quota and are looking through job listings on your lunch break, waiting for the axe to fall. Mark Hunter's own start in sales was inauspicious, to say the least. He was fired from his first two stints before he began to learn the lessons that he covers in *A Mind for Sales*. He discovered that sales can be incredibly rewarding, such as when your customers call you for advice, thanking you for improving their business, and letting you know they just referred you to colleagues. The difference is simply developing mindset and momentum habits. The good news is that you can learn how to grow a mind for sales like Hunter's: "Today, sales is my life. It has gone way past being a job. I do not even see sales as a profession anymore; it is a lifestyle, and one I am proud to be living. I cannot imagine doing anything else." Let *A Mind for Sales* inspire and prepare you to form the new thoughts and habits you need to succeed and to realize the incredible rewards that a successful life in sales makes possible. Feel reenergized by renewed purpose and success in your sales role by following the success cycle approach outlined in the book. Receive practical strategies on how to change your mindset and succeed in sales. Learn the daily habits needed to maximize productivity and make hitting the ground running strategy #1. Gain real-world insights from Hunter's vast experience as a highly successful sales professional and sales coach.

A Brain for Numbers

The irresistibly engaging book that "enlarges one's wonder at Tammet's mind and his all-embracing vision of the world as grounded in numbers." --Oliver Sacks, MD
THINKING IN NUMBERS is the book that Daniel Tammet, mathematical savant and bestselling author, was born to write. In Tammet's world, numbers are beautiful and mathematics illuminates our lives and minds. Using anecdotes, everyday examples, and ruminations on history, literature, and more, Tammet allows us to share his unique insights and delight in the way numbers, fractions, and equations underpin all our lives. Inspired variously by the complexity of snowflakes, Anne Boleyn's eleven fingers, and his many siblings, Tammet explores questions such as why time seems to speed up as we age, whether there is such a thing as an average person, and how we can make sense of those we love. His provocative and inspiring new book will change the way you think about math and fire your imagination to view the world with fresh eyes.

Practicing Sustainability

The Mind of a Mnemonist is a rare phenomenon--a scientific study that transcends its data and, in the manner of the best fictional literature, fashions a portrait of an unforgettable human being.

Powerful Teaching

Looking to jumpstart your GPA? Most college students believe that straight A's can be achieved only through cramming and painful all-nighters at the library. But Cal Newport knows that real straight-A students don't study harder—they study smarter. A breakthrough approach to acing academic assignments, from quizzes and exams to essays and papers, *How to Become a Straight-A Student* reveals for the first time the proven study secrets of real straight-A students across the country and weaves them into a simple, practical system that anyone can master. You will learn how to:

- Streamline and maximize your study time
- Conquer procrastination
- Absorb the material quickly and effectively
- Know which reading assignments are critical—and which are not
- Target the paper topics that wow professors
- Provide A+ answers on exams
- Write stellar prose without the agony

A strategic blueprint for success that promises more free time, more fun, and top-tier results, *How to Become a Straight-A Student* is the only study guide written by students for students—with the insider knowledge and real-world methods to help you master the college system and rise to the top of the class.

Mind-Boggling Numbers

NATIONAL BESTSELLER From the award-winning founder of JUMP Math, *All Things Being Equal* is a proven guide to succeeding in math, and a passionate argument for why this success can and must be available to the majority instead of the privileged few. For two decades, John Mighton has developed strategies for

fostering intellectual potential in all children through learning math. Math, Mighton says, provides us with mental tools of incredible power. When we learn math we learn to see patterns, to think logically and systematically, to draw analogies, to perceive risk, to understand cause and effect--among many other critical skills. Yet we tolerate and in fact expect a vast performance gap in math among students, and live in a world where many adults aren't equipped with these crucial tools. This learning gap is unnecessary, dangerous and tragic, he cautions, and it has led us to a problem of intellectual poverty which is apparent everywhere--in fake news, political turmoil, floundering economies, even in erroneous medical diagnoses. In *All Things Being Equal*, Mighton argues that math study is an ideal starting point to break down social inequality and empower individuals to build a smarter, kinder, more equitable world. Bringing together the latest cognitive research and incremental learning strategies, Mighton goes deep into the classroom and beyond to offer a hopeful--and urgent--vision for a numerate society.

The Math Instinct

Whether you're training to play the piano, speak a foreign language, shoot a target, or master the techniques of fine carpentry, the conditions of your training will affect how successfully you learn and perform.

A Mind for Sales

There are two kinds of math: the hard kind and the easy kind. The easy kind, practiced by ants, shrimp, Welsh Corgis -- and us -- is innate. But what innate calculating skills do we humans have? Leaving aside built-in mathematics, such as the visual system, ordinary people do just fine when faced with mathematical tasks in the course of the day. Yet when they are confronted with the same tasks presented as "math," their accuracy often drops. If we have innate mathematical ability, why do we have to teach math and why do most of us find it so hard to learn? Are there tricks or strategies that the ordinary person can do to improve mathematical ability? Can we improve our math skills by learning from dogs, cats, and other creatures that "do math?" The answer to each of these questions is a qualified yes. All these examples of animal math suggest that if we want to do better in the formal kind of math, we should see how it arises from natural mathematics. From NPR's "Math Guy," *The Math Instinct* is a real celebration of innate math sense and will provide even the most number-phobic readers with confidence in their own mathematical abilities.

The Joy of x

In an age when we are constantly being asked to retrain and reinvent ourselves, to

adapt to new technologies and changing industries, this book assuages our fears and inspires us with a sense of possibility. Our passions and talents may actually surprise us. In *Mindshift*, Barbara Oakley tells the stories of people who have overcome learning "handicaps" of all kinds—such as Imposter's Syndrome and advancing age—and shows how we can turn perceived weaknesses into strengths. For example, people may feel like they're at a disadvantage if they pursue a new field later in life; yet those who change careers can be fertile cross-pollinators—they bring valuable insights from one discipline to another. The power of simple persistence in building talent is also often underestimated. Dr. Oakley reveals the latest neuroscientific insights into how our brains change when we learn something new. She shares strategies for learning that are backed by brain science, including practical exercises to apply in our own lives. Praise for *A Mind for Numbers*

Mindshift

NEW YORK TIMES BESTSELLER Executive producer and host Mike Rowe presents a delightfully entertaining, seriously fascinating collection of his favorite episodes from America's #1 short-form podcast, *The Way I Heard It*, along with a host of personal memories, ruminations, and insights. It's a captivating must-read. *The Way I Heard It* presents thirty-five mysteries "for the curious mind with a short attention span." Every one is a trueish tale about someone you know, filled with facts that you don't. Movie stars, presidents, bloody do-gooders, and

villains—they're all here, waiting to shake your hand, hoping you'll remember them. Delivered with Mike's signature blend of charm, wit, and ingenuity, their stories are part of a larger mosaic—a memoir full of surprising revelations, sharp observations, and intimate, behind-the-scenes moments drawn from Mike's own remarkable life and career.

A Midsummer-night's Dream

Do Less, Live More, Get Accepted What if getting into your reach schools didn't require four years of excessive A.P. classes, overwhelming activity schedules, and constant stress? In *How to Be a High School Superstar*, Cal Newport explores the world of relaxed superstars—students who scored spots at the nation's top colleges by leading uncluttered, low stress, and authentic lives. Drawing from extensive interviews and cutting-edge science, Newport explains the surprising truths behind these superstars' mixture of happiness and admissions success, including:

- Why doing less is the foundation for becoming more impressive.
- Why demonstrating passion is meaningless, but being interesting is crucial.
- Why accomplishments that are hard to explain are better than accomplishments that are hard to do.

These insights are accompanied by step-by-step instructions to help any student adopt the relaxed superstar lifestyle—proving that getting into college doesn't have to be a chore to survive, but instead can be the reward for living a genuinely interesting life.

How to Be a High School Superstar

Mission Transition is an essential career-change guide for any transitioning veteran that wants to avoid false starts and make optimal career choices following active duty. Every year, about a quarter of a million veterans leave the military - most of whom are grossly unprepared for the transition. These servicemembers have developed incredible leadership, problem-solving, and practical skills that are underutilized once they reach the civilian world, a detriment to both themselves and society. Well-intentioned Transition Assistance Programs and other support structures within the armed forces often leave veterans fending for themselves. And the mission-first culture of the military results in servicemembers focusing on their active duty roles in the year leading up to their separation, leaving them little time to adequately prepare to join the civilian world. Mission Transition guides military personnel through the entire process of making a successful move into civilian professional life. This book will:

- Guide you through the process of discovering what path you want to take going forward
- Teach you the strategies that will make your résumé stand out
- Provide suggestions to help you prepare for and ace the interview
- Discuss ways to acclimate to your new organization's culture and pay it forward to other veterans

Each chapter includes advice from other veterans, illustrations of key concepts, summaries, and suggested resources.

Lead the Field

"Using the mathematician's method of analyzing life and exposing the hard-won insights of the academic community to the layman, minus the jargon Ellenberg pulls from history as well as from the latest theoretical developments to provide those not trained in math with the knowledge they need"--

Workbook - a Mind for Numbers by Barbara Oakley

A Mind for Numbers: How to Excel at Math and Science (Even If You Flunked Algebra) (2014) by Barbara Oakley is a collection of learning strategies for students of all ages. Too many people falsely believe that they're naturally deficient in math and science when the real problem is their approach, not their abilities Purchase this in-depth summary to learn more.

The Number Sense

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less

than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

Train Your Mind for Peak Performance

The only official print edition endorsed by Nightingale Conant. This beautifully packaged collector's edition will make a great addition to your library. Hundreds of thousands of business leaders and aspiring professionals have profited from the wisdom and savvy of Lead the Field! Now you can too. Lead the Field has often been referred to as the "Program of Presidents" because so many top executives and business leaders have incorporated Earl Nightingale's insight and guidance into their management philosophies. This landmark book is a practical guide on how to think and act like a success. The timeless stories Nightingale uses to make his points are as profound as they are accessible. In this classic program, you will learn to: Double your mental capability Recognize and easily overcome the biggest

stumbling block to high achievement in business and in life. Dramatically improve your life by changing one simple thing Enjoy more success with an easy 3-minute-a-day exercise Assess your potential worth and start increasing it now You'll also discover uplifting and insightful information like the importance of forgiveness, how "intelligent objectivity" can improve your professional life, and the usefulness of constructive discontent. As Nightingale will show you, the magic word in life is ATTITUDE. It determines your actions, as well as the actions of others. It tells the world what you expect from it. When you accept responsibility for your attitude, you accept responsibility for your entire life. Remember, if the grass is greener on the other side... ..it's probably getting better care. Success in business and life is not a matter of luck or circumstance. It's not a matter of fate or the breaks you get or who you know. Success is a matter of sticking to a set of commonsense principles that anyone can master. Now it's your turn to bring positive changes to your own life—changes that will allow you to lead the field yourself!

Mental Math

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook

Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Brain On Fire: My Month of Madness

Have you ever heard of a person who left you wondering, “How could someone be so twisted? So evil?” Prompted by clues in her sister’s diary after her mysterious death, author Barbara Oakley takes the reader inside the head of the kinds of malevolent people you know, perhaps all too well, but could never understand. Starting with psychology as a frame of reference, Oakley uses cutting-edge images of the working brain to provide startling support for the idea that “evil” people act the way they do mainly as the result of a dysfunction. In fact, some deceitful,

manipulative, and even sadistic behavior appears to be programmed genetically—suggesting that some people really are born to be bad. Oakley links the latest findings of molecular research to a wide array of seemingly unrelated historical and current phenomena, from the harems of the Ottomans and the chummy jokes of "Uncle Joe" Stalin, to the remarkable memory of investor Warren Buffet. Throughout, she never loses sight of the personal cost of evil genes as she unravels the mystery surrounding her sister's enigmatic life—and death. *Evil Genes* is a tour-de-force of popular science writing that brilliantly melds scientific research with intriguing family history and puts both a human and scientific face to evil.

Learning How to Learn

"This is your field guide to getting yourself to want to do everything you always wanted to want to do"--Page [4] of cover.

Calculus Made Easy

Aprendendo a Aprender é o livro que deu origem ao curso de mesmo nome oferecido pela plataforma Coursera, um dos cursos abertos online de maior sucesso de todos os tempos. Neste livro, a Professora Barbara Oakley mostra como você pode aprender e aperfeiçoar-se muito mais fácil e rapidamente aplicando

técnicas comprovadas pela pesquisa e usadas por peritos nos campos da arte, música, literatura, ciências, esportes e muitas outras disciplinas. Você aprenderá como o cérebro usa dois modos diferentes de aprendizagem e como ele encapsula as informações e verá o que você deve fazer para tornar esse processo mais eficiente. Você também descobrirá como as ilusões de aprendizagem podem estar sabotando-o, e aprenderá as melhores técnicas de memória, para lidar com a procrastinação e para aprender assuntos difíceis do modo mais efetivo. Usando essas abordagens, não importa qual seja o seu nível de habilidade no assunto que você quer dominar, você pode mudar sua forma de pensar e mudar sua vida. Se você já é um perito, essa espiadela atrás das cortinas da mente lhe dará ideias para turbinar sua aprendizagem bem sucedida, incluindo dicas contrárias à intuição para fazer provas e sugestões para ajudá-lo a tirar o máximo do tempo que você dedica aos estudos. Se você está enfrentando dificuldades, você verá uma vasta coleção estruturada com as técnicas práticas de que você precisa para voltar ao caminho do sucesso. Se você alguma vez quis se tornar melhor em alguma coisa, este livro irá ajudá-lo a chegar lá e servirá como seu guia.

All Things Being Equal

How our intuitive understanding of numbers is deeply rooted in our biology, traceable through both evolution and development. Humans' understanding of numbers is intuitive. Infants are able to estimate and calculate even before they

learn the words for numbers. How have we come to possess this talent for numbers? In *A Brain for Numbers*, Andreas Nieder explains how our brains process numbers. He reports that numerical competency is deeply rooted in our biological ancestry; it can be traced through both the evolution of our species and the development of our individual minds. It is not, as it has been traditionally explained, based on our ability to use language. We owe our symbolic mathematical skills to the nonsymbolic numerical abilities that we inherited from our ancestors. The principles of mathematics, Nieder tells us, are reflections of the innate dispositions wired into the brain. Nieder explores how the workings of the brain give rise to numerical competence, tracing flair for numbers to dedicated “number neurons” in the brain. Drawing on a range of methods including brain imaging techniques, behavioral experiments, and twin studies, he outlines a new, integrated understanding of the talent for numbers. Along the way, he compares the numerical capabilities of humans and animals, and discusses the benefits animals reap from such a capability. He shows how the neurobiological roots of the brain's nonverbal quantification capacity are the evolutionary foundation of more elaborate numerical skills. He discusses how number signs and symbols are represented in the brain; calculation capability and the “neuromythology” of mathematical genius; the “start-up tools” for counting and developmental of dyscalculia (a number disorder analogous to the reading disorder dyslexia); and how the brain processes the abstract concept of zero.

A Mind at a Time

When a career-ending injury left elite athlete and professional football player Lewis Howes out of work and living on his sister's couch, he decided he needed to make a change for the better. He started by reaching out to people he admired, searching for mentors, and applying his past coaches' advice from sports to life off the field. Lewis did more than bounce back: He built a multimillion-dollar online business and is now a sought-after business coach, speaker, and podcast host. In *The School of Greatness*, Howes shares the essential tips and habits he gathered in interviewing "the greats" on his wildly popular podcast of the same name. In discussion with people like Olympic gold medalist Shawn Johnson and Pencils of Promise CEO Adam Braun, Howes figured out that greatness is unearthed and cultivated from within. The masters of greatness are not successful because they got lucky or are innately more talented, but because they applied specific habits and tools to embrace and overcome adversity in their lives. A framework for personal development, *The School of Greatness* gives you the tools, knowledge, and actionable resources you need to reach your potential. Howes anchors each chapter with a specific lesson he culled from his greatness "professors" and his own experiences to teach you how to create a vision, develop hustle, and use dedication, mindfulness, joy, and love to reach goals. His lessons and practical exercises prove that anyone is capable of achieving success and that we can all strive for greatness in our everyday lives.

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