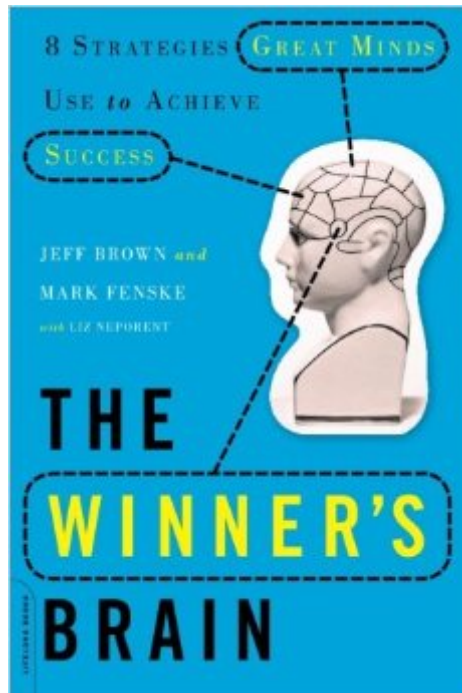


The book was found

# The Winner's Brain: 8 Strategies Great Minds Use To Achieve Success



## Synopsis

What can you learn about success from a robot? And why shouldn't you take a test while wearing red? In *The Winner's Brain*, Harvard-trained brain experts Jeff Brown and Mark Fenske explore the surprising science behind motivation, focus, and extraordinary achievement--identifying eight essential "win factors"--and why the key to success really is all in your head. The book includes dozens of interviews with notable winners, from B.B. King and Olympian Kerri Strug to the Whac-A-Mole® inventor. Compulsively readable, *The Winner's Brain* will show you how to unlock your hidden potential and give yourself an edge.

## Book Information

Paperback: 240 pages

Publisher: Da Capo Lifelong Books; First Trade Paper Edition edition (March 22, 2011)

Language: English

ISBN-10: 0738214698

ISBN-13: 978-0738214696

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (25 customer reviews)

Best Sellers Rank: #499,757 in Books (See Top 100 in Books) #103 in [Books > Business & Money > Industries > Museums](#) #195 in [Books > Politics & Social Sciences > Social Sciences > Museum Studies & Museology](#) #1992 in [Books > Science & Math > Behavioral Sciences > Cognitive Psychology](#)

## Customer Reviews

What enables some people to succeed in life, while others simply survive? Is our maximum potential predetermined, or do we have the capacity to push beyond what we perceive to be our limitations? The authors of this book say that the workings of the brain make the difference, and that it is possible to train the brain to perform at a higher level. How? By identifying and employing the same strategies as high-achieving individuals use to overcome obstacles and reach their goals. Perhaps the key message is that 'the brain is active and subject to change no matter what you do'. This provides an opportunity: 'what sets the owner of a *Winner's Brain* apart is the desire and the know-how to take charge of the process.' The authors have identified five 'BrainPower Tools' commonly used by successful people: seeing opportunities where others don't ('Opportunity Radar'); accurately gauging and being willing to take risks ('Optimal Risk Gauge'); being able to

stay focussed on a goal (‘Goal Laser’); possessing the energy to take action (‘Effort Accelerator’); and being able to accurately assess one’s strengths and weaknesses (‘Talent Meter’). Of course, we don’t all share the same goals, and we will each have different definitions of success. But whatever your goals, it is likely that one or more of the eight strategies listed below will provide the keys to greater achievement. The eight strategies (‘win factors’) are: self awareness; motivation; focus; emotional balance; memory; resilience; adaptability and brain care. In this book, the authors give examples of how each strategy works and share techniques to enhance brain function.

I’m in two minds about this book. On the one hand I loved it and certainly got my money worth but, on the other I didn’t learn anything of practical use that was new. Maybe that’s an unfair statement since for years I have been a keen study of these types of books, and I am a demanding reader. Back to the positive, this book was really well written and very interesting. I thought all the “tools” and “win factors” were very valid and certainly would help someone move towards success (see the table of contents for a summary). There were no Ra-Ra moments, instead there were solid and convincing scientific arguments which were new to me. This discussion on what functional MRI’s (and other studies) show about brain functioning were fascinating and really helped to illustrate and support the points made. They went into the right level of detail, good solid discussions without getting too long. As an example, I already knew that labelling emotions helped to calm myself down but I didn’t understand why. The book gives an interesting discussion of a study showing how labelling emotions calmed down the amygdalae while brain areas involved controlling behaviour lit up. To quote “By simply labelling what they were feeling with words, they were better able to control the parts of their brain responsible for overreaction and call upon greater neural resources to help them stay in Emotional Balance’. The other aspect I liked were the examples of people who demonstrate the “win factors” eg Whoopi Goldberg “the Queen of Resilience”. Typically I don’t enjoy these types of digressions, but they were unusually well written and well integrated in this book. If this is an area that is at all new to you, I would highly recommend this book.

Note: I recently re-read this book, first published in 2010, and value what it offers even more now than I did then. Opinions vary as to how much (on average) people use of their brain’s capacities but there seems to be almost unanimous agreement among neuroscientists that it is possible to increase those capacities through a combination of mental and physical exercises, nutrition, and an increasing understanding of what the brain is, does, and can do. Hence the great value of this book. With Liz Neporent, Jeff Brown and Mark Fenske identify and then rigorously examine eight

strategies that great minds use to achieve success (however defined) and what those with less-than-great minds can learn from them. As they explain in the Introduction, "Our definition of Winners encompasses the usual conception: people who meet with extraordinary success in the particular aspects of life they value most... The kind of Winners we are talking about revel in the journey toward their goals almost as much as the destination itself, and they strive for the type of success that helps make the world a better place." This is precisely what Teresa Amabile had in mind years ago when offering career advice during a commencement address at Stanford: "Do what you love and love what you do because what you love is what you'll do best." Brown and Fenske include dozens of such Winners in this book, telling their stories that (whether they realize it or not) "illuminate the science and the theories" on which the eight strategies are based.

[Download to continue reading...](#)

The Winner's Brain: 8 Strategies Great Minds Use to Achieve Success Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) The Grain Brain Whole Life Plan: Boost Brain Performance, Lose Weight, and Achieve Optimal Health Musical Genius: A Story about Wolfgang Amadeus Mozart (Creative Minds Biography) (Creative Minds Biography (Paperback)) Facebook Marketing: How to Use Facebook to Master Internet Marketing and Achieve Social Media Success Saunders 2016-2017 Strategies for Test Success: Passing Nursing School and the NCLEX Exam, 4e (Saunders Strategies for Success for the Nclex Examination) Deep Sleep: Brain Wave Subliminal (Brain Sync Series) (Brain Sync Audios) Common Core Achieve, Reading And Writing Subject Module (BASICS & ACHIEVE) Positive Intelligence: Why Only 20% of Teams and Individuals Achieve Their True Potential AND HOW YOU CAN ACHIEVE YOURS Common Core Achieve, Social Studies Subject Module (BASICS & ACHIEVE) The Autistic Brain: Helping Different Kinds of Minds Succeed Conversations on Consciousness: What the Best Minds Think about the Brain, Free Will, and What It Means to Be Human The Brain Electric: The Dramatic High-Tech Race to Merge Minds and Machines Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy SEO 2016: 9 Essential Search Engine Optimization Strategies to Use in 2016 (Internet Marketing Success Secrets) The Complete Guide to Machine Quilting: How to Use Your Home Sewing Machine to Achieve Hand-Quilting Effects How To Start A Business In 27 Days: A Step-By-Step Guide That Anyone Can Use to Achieve Business Ownership Diversity Consciousness: Opening Our Minds to People, Cultures, and Opportunities (4th Edition) (Student Success 2015 Copyright Series) Strategies for Employment Class and Collective Actions: Leading Lawyers on Addressing Trends in Wage and Hour

Allegations and Defending Employers in Class Action Litigation (Inside the Minds) "You Look Great!": Strategies for Living Inside a Brain Injury

[Dmca](#)