SharpBrains Announces Most Brain-friendly Book Discussion with Eight Expert Chats and a Kindle eBook Promotion

Acclaimed book The SharpBrains Guide to Brain Fitness: How to Optimize Brain Health and Performance at Any Age (284 pages; 2013) to be discussed with thousands of readers in the US and abroad.

Washington, DC (PRWEB) December 17, 2013 -- SharpBrains, the independent market research firm tracking health applications of brain science, today announced an upcoming online book discussion to help thousands of readers understand and apply the latest in brain research to improve their own health and quality of life.

The book is titled "The SharpBrains Guide to Brain Fitness: How to Optimize Brain Health and Performance at Any Age" (April 2013; 284 pages) and is co-authored by neuroscientist Elkhonon Goldberg, cognitive psychologist Pascale Michelon and educator Alvaro Fernandez. Named a Best Book by AARP, this is what some credible reviewers have to say:
- "A great start for making sense new brain science and for taking active steps towards smart health." — Misha Pavel, PhD, Program Director at the National Science Foundation
- "A stimulating, challenging resource, full of solid information and practical tips for improving brain health." — Kirkus Reviews
- "On a personal note, I have to say I wish I had read this awesome guide when I was much younger.” — Scientific American
- "One of those books you cannot ignore. Insightful, to the point, actionable." — Tobias Kiefer, Director Global Learning & Development at Booz & Company

SharpBrains will be hosting eight stimulating webchats in January 2014 to discuss readers' impressions and questions about the book, and how to apply its suggestions in real life:

- January 7th, 2014: Alvaro Fernandez (SharpBrains), on Why we shouldn't outsource our brains
- January 10th, 2014: Dr. Bob Sylwester (University of Oregon), on Learning and lifelong brain development
- January 14th, 2014: Dr. Bob Bilder (UCLA), on Meditation, exercise and nutrition
- January 17th, 2014: Dr. Elizabeth Zelinski (USC Davis), on Healthy aging and cognitive enhancement
- January 21st, 2014: Dr. Oscar Ybarra (University of Michigan), on Valuable social interactions
- January 24th, 2014: Dr. Andrew Newberg (UPenn), on Building emotional and cognitive resilience
- January 27th, 2014: Alvaro Fernandez (SharpBrains), on Why and How to cross-train our brains
- January 31st, 2014: Dr. Sandra Chapman (UT-Dallas), on Translating knowledge into action

To make the book as accessible as possible, the Kindle e-book edition is available until Sunday, December 22nd, for only $2.95 (instead of $9.95). The price in the UK is £1.99 (instead of £6.13). The book is also available as paperback.


About The SharpBrains Guide
The SharpBrains Guide to Brain Fitness: How to Optimize Brain Health and Performance at Any Age" (284 pages; April 2013) is a user-friendly, how-to guide that cuts through the clutter of media hype and confusing
research, offering proven, practical tips and techniques that anyone can use to enhance and maintain cognitive, emotional and executive functions throughout life and even ward off cognitive decline. The book is published by SharpBrains, an independent market research firm tracking health and well-being applications of brain science, whose educational website offers a range of articles, resources and brain teasers for kids and adults.

Kirkus Reviews found the book to be "a stimulating, challenging resource, full of solid information and practical tips for improving brain health." The book is available now at SharpBrains.com, Amazon.com and everywhere books are sold in paperback and e-book.

To learn more about SharpBrains' work, visit www.sharpbrains.com.
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