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The Working Memory Advantage: Train Your Brain to Function Stronger, Smarter, Faster

Tracy Alloway, Ross Alloway

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As revolutionary as *Emotional Intelligence*, this is the first book to explore the tremendous importance of working memory—a stronger predictor of success in life than IQ—and provide a wealth of simple exercises for enhancing this crucial skill.

A BIGGER ASSET THAN IQ

Working memory—your ability to work with information—influences nearly everything you do.

What if you could find a way to better handle a crazy schedule or expertly manage risks? What if you could gain an advantage in climbing the career ladder or in sports? What if there were a way to improve your outlook on life, to face each day with more optimism and confidence?

Tracy and Ross Alloway, leading experts, show how working memory is the key to all that and more. They present important recent breakthroughs in this field, including research on how Facebook can help with working memory, how working memory can improve your kids' grades, how it changes as you age, and how working memory is linked with ADHD, autism, dyslexia, and Alzheimer's.

But here's the best news: you can improve your working memory! This book will give you three tests to find out how good your working memory is—and more than fifty targeted exercises so you can sharpen it.

The Working Memory Advantage offers unprecedented insight into one of the most important cognitive breakthroughs in recent years—a vital new approach to making your brain stronger, smarter, and faster.

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