



**BrainChains: Your thinking brain explained in simple terms. Full of practical tools, tips and tricks to improve your efficiency, creativity and health.**

**How to cope better with ICT, being always connected, multitasking, email, social media, lack of sleep and stress**

*Dr Theo Compernelle MD.PhD*

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# **BrainChains: Your thinking brain explained in simple terms. Full of practical tools, tips and tricks to improve your efficiency, creativity and health. How to cope better with ICT, being always connected, multitasking, email, social media, lack of sleep and stress**

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**BrainChains: Your thinking brain explained in simple terms. Full of practical tools, tips and tricks to improve your efficiency, creativity and health. How to cope better with ICT, being always connected, multitasking, email, social media, lack of sleep and stress** Dr Theo Compernelle MD.PhD

**In this book "BRAINCHAINS" you discover your brain, to unleash its full potential in a hyperconnected, multitasking world**

Prof Dr Theo Compernelle studied over 600 publications, surveyed 1200 professionals and wrote another easy readable and practical book. As a medical doctor, neuropsychiatrist and scholar with decades of experience in medical schools and business schools in many countries, he integrates science from many domains.

**What is your most important tool to be successful as a professional? Your brain!**

What do you know about your thinking brain? Nothing.

The sad result: a majority of knowledge workers ruin the performance of their magnificent brain, and obstruct the matchless potential of their brain-ICT collaboration (Information and Communication Technologies).

Taking into account the strengths and weaknesses of your brain you will also get the best results from your brain-ICT synergy.

-Part 1: How your reflecting brain, your archiving brain and your reflex brain influence your thinking

-Part 2: The BrainChains: how always being connected, multitasking, stress and lack of sleep ruin your performance

-Part 3: Practical tools and tips to unchain your brain

-The fifth BrainChain; "Badly Designed Offices" about disastrous open offices is a FREE BOOKLET at [www.brainchains.org](http://www.brainchains.org)

**"Eye-opener! A great read for all of us who are "juggling-it-all", work and family, are interested in increasing productivity and to get the most of our brains AND our smart phones.** Marjan Inbar, Senior Communications Consultant, NY. USA

**"...quite a feat to integrate research from so many domains and turn them in a very readable, inspiring, useful often surprising and even stirring book... not only the problems... but also the solutions..."** Daniel Blumberg, Principal and Investor, NY

**"... a compelling, meticulously researched, and cleverly illustrated case against the twin tyrannies of hyperconnectivity and multitasking... also shows how to free ourselves from them"** Nélica and Jorge Colapinto (Psychologists). Wynnewood. PA. USA

**"Read this book if you'd like to learn how to master information technology, rather than have it**

**master you and letting it get in the way of doing your best work.” Prof Peter Cappelli.G.W. Taylor**  
Professor of Management. The Wharton School. Philadelphia. USA

**“...Multitasking is impossible! Understanding and accepting this, helped me to refocus on tasks which matters and to rediscover my creativity. I used the short MULTITASKING test in my meetings in our global organization. It’s exciting to see everywhere the “aha”-epiphany!”**Dr. Peter zum Hebel, Vice President, Manufacturing, Kemira Germany


**“... a revelation for me and helped me better understand why people do what they do in a health & safety context. An essential and easy read for practical people, who want to know how people work and what can be practically done to maximize their efficiency and reduce human error”**Malc Staves, Global Health & Safety Director, L’Oréal .Paris France

**“... an easy to read “page turner”... which I feel everyone in the “connected” world should read”**Dave Scott President Barco, Inc. USA

**“...everybody is complaining about a continuous input overload. Yet the real quandary is: while we are continuously flooded by the breakers of redundant signals we do suffer from a lack of relevant information. Theo Compernelle describes and analyzes this state of affairs and its impact on our daily life and our habitual and creative performance.”**Gottlieb GUNTERN, President of CREANDO - International Foundation for Creativity & Leadership, Switzerland

**“...This book shows me a so powerful human brain ... Looking inside into my brain, I get my idea to have my life back under my own control... and recapture time to love and be loved...”**Wei TAO, Business Information Manager of DSM China

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**From reader reviews:**

**Charles Killough:**

In this 21st hundred years, people become competitive in most way. By being competitive currently, people have do something to make all of them survives, being in the middle of the particular crowded place and notice by surrounding. One thing that at times many people have underestimated that for a while is reading. Sure, by reading a guide your ability to survive enhance then having chance to stand up than other is high. For you personally who want to start reading some sort of book, we give you this specific BrainChains: Your thinking brain explained in simple terms. Full of practical tools, tips and tricks to improve your efficiency, creativity and health. How to cope better with ICT, being always connected, multitasking, email, social media, lack of sleep and stress book as starter and daily reading publication. Why, because this book is greater than just a book.

**James Gardner:**

Reading a book being new life style in this season; every people loves to read a book. When you study a book you can get a lots of benefit. When you read publications, you can improve your knowledge, simply because book has a lot of information in it. The information that you will get depend on what kinds of book that you have read. If you need to get information about your study, you can read education books, but if you want to entertain yourself you are able to a fiction books, such us novel, comics, in addition to soon. The BrainChains: Your thinking brain explained in simple terms. Full of practical tools, tips and tricks to improve your efficiency, creativity and health. How to cope better with ICT, being always connected, multitasking, email, social media, lack of sleep and stress offer you a new experience in examining a book.

**Patricia Miller:**

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**Bobbie Freeman:**

What is your hobby? Have you heard this question when you got learners? We believe that that issue was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. So you know that little person including reading or as studying become their hobby. You need to know that reading is very important as well as book as to be the issue. Book is important thing to provide you knowledge, except your own personal teacher or lecturer. You find good news or update in relation to something by book. Amount types of books that can you go onto be your object. One of them is actually BrainChains: Your thinking brain explained in simple terms. Full of practical tools, tips and tricks to improve your efficiency, creativity and health. How to cope better with ICT, being always connected, multitasking, email, social media, lack of sleep and stress.

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