

Your Memory: A Users Guide

Alan Baddeley

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At the most critical times, especially during negotiations and arguments, memory can fail. Some people can quickly recall faces, but names and dates are easily forgotten. ""Your Memory"" explains how memory works and how to make it more reliable. This book is full of useful information and advice, and practical exercises for improving the quality and capacity of memory. Combining anecdotes and exercises with scientific developments and statistics, the book presents this complex topic in a highly accessible way. The author covers a range of issues, such as why a natural system of classifying, storing, and retrieving information that exceeds the capacity of a computer can, at times, also forget a phone number.



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