

For Immediate Release

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Idea Mapping

How to Access Your Hidden Brain Power, Learn Faster, Remember More, and Achieve Success in Business

By Jamie Nast

In this busy world, we're constantly asked to do more in less time. But how do you cope with the pressure? Idea mapping is the answer. It's an effective and revolutionary tool that enables you to meet the demands of life and work by improving your ability to plan, think, and learn.

IDEA MAPPING: How to Access Your Hidden Brain Power, Learn Faster, Remember More, and Achieve Success in Business (Wiley; September 2006; \$24.95; 0471788627) by Jamie Nast teaches a simple and profound method that helps individuals use less brainpower and at the same time, create and produce multitudes more, all while saving time.

An Idea Map is a colorful, visual picture of the issue at hand created on a single sheet of paper or computer screen. This frees your brain to think, see, and understand in ways that cannot happen with a multi-paged linear document outlining the same data. The associative process that Idea Mapping uses is easy to learn and mirrors how our brain naturally and freely associates information.

IDEA MAPPING teaches you how to create Idea Maps, describes the three keys to Idea Mapping, and provides easy solutions for overcoming typical obstacles individuals face when learning this new skill. This saves time and frustration and brings you more immediate results.

Hear the stories (and see the maps) of 21 business professionals around the globe and discover how they were able to improve their thinking, planning, presentations, project management, learning, memory, organization, team brainstorming, creativity, and more!

To compliment hand-drawn Idea Maps, a CD is enclosed with each book and includes:

- 21-day trial version of Mindjet® MindManager® software (PC or MAC) for idea mapping
- Flash demos that show the product in action
- PDFs that provide more information on how to use the software, and how others have used it themselves.

About the Author:

Jamie Nast is the co-founder of *NastGroup, Inc.* and a licensed Master Trainer and Manager of the Americas for *The Learning Consortium*. She regularly conducts workshops and has taught idea mapping to more than 15,000 people around the world. Please see the book website and blog for more information:
www.IdeaMappingSuccess.com and www.IdeaMapping.blogspot.com.

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**Wiley; September 2006
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