

Brain Science Books

Bowman, Sharon (2009). *Training From The BACK Of The Room*. San Francisco CA: Pfeiffer Company, a division of John Wiley & Sons. The sequel to *The Ten-Minute Trainer*. Includes sixty-five easy-to-use, learner-centered activities and the instructional design model I call the 4 Cs. Also includes much of the current brain research about human learning and a detailed chapter on Accelerated Learning. Highly recommended (of course!).

Bowman, Sharon (2005). *The Ten-Minute Trainer*. San Francisco CA: Pfeiffer Company, a division of John Wiley & Sons. A collection of 150 short, learner-centered activities that you can use with any topic and any group of learners. Also includes brain research not cited in *Training From The BACK Of The Room*. Highly recommended (I would buy it if it weren't already mine).

Caine, Renate; Cain, Geoffrey; McClintic, Carol; Klimek, Karl. (2005). *12 Brain/Mind Learning Principles In Action*. Thousand Oaks, CA: Corwin Press. A lengthy read geared primarily to educators, but with some good ideas for putting the brain science to use.

Cross, Jay. (2007). *Informal Learning*. San Francisco, CA: Pfeiffer Co. Definitely a paradigm-shifting kind of book, and a must-read if you want to understand where education, training, and learning is going in the twenty-first century. Highly recommended.

Gibb, Barry. (2007). *The Rough Guide To The Brain*. London, England: Rough Guides. A more physiological and medical approach to understanding the human brain, for those who want that slant.

Howard, Pierce. (2000). *The Owner's Manual For The Human Brain*. Marietta, GA: Bard Press. Information-packed with research primarily from the twentieth century. More theoretical than applicable.

Jensen, Eric. (2000). *Brain-Based Learning*. Thousand Oaks, CA: Corwin Press. Reader-friendly and filled with practical ways of applying the research to classroom instruction. Recommended.

Lemov, Doug. (2010). *Teach Like a Champion*. Although written for K-12 teachers, contains excellent strategies and techniques for those of us who teach adults. Highly recommended.

Medina, John. (2008). *Brain Rules*. Seattle, WA: Pear Press. The best of the best. What else can I say? Highly recommended. Buy it!

Meier, David. (2000). *The Accelerated Learning Handbook*. New York, NY: McGraw-Hill. The most comprehensive book ever written about Accelerated Learning, authored by the director of the Center for Accelerated Learning. Reader-friendly and highly practical—a must for every trainer and teacher. Highly recommended.

Ratey, John. (2002). *A User's Guide To The Human Brain*. New York, NY: Random House. An intense read and very psychiatric in its approach. More for the medically-minded, not the classroom instructor.

Sousa, David. (2006). *How The Brain Learns*. Thousand Oaks, CA: Corwin Press. A reader-friendly brain primer, covering most of the important neuroscientific research of the past decade. Recommended.

Sprengr, Marilee. (1999). *Learning And Memory: The Brain In Action*. Alexandria, VA: Association for Supervision and Curriculum Development (ASCD). An excellent resource for understanding how memory works. Recommended.

Stolovich, Harold; Keeps, Erica. (2002). *Telling Ain't Training*. Alexandria, VA: American Society for Training & Development (ASTD). Explains brain science in easy-to-digest bites, with lots of reader interaction to spice it up. Recommended.

Sylwester, Robert. (1995). *A Celebration Of Neurons: An Educator's Guide To The Human Brain*. Alexandria, VA: Association for Supervision and Curriculum and Development (ASCD). The educational application of cognitive neuroscience. A fine introduction to the field. Recommended.

Wolfe, Patricia. (2001). *Brain Matters*. Alexandria, VA: Association for Supervision and Curriculum Development (ASCD). Another excellent resource combining neuroscience with practical classroom application. Highly recommended.



More Book Resources

Aldrich, Clark. (2005). *Learning By Doing*. San Francisco, CA: Pfeiffer Co. A highly technical and detailed resource for designing computer-based training. Includes a comprehensive chapter on branching stories.

Allen, Michael. (2003). *Michael Allen's Guide To E-Learning*. Hoboken, NJ: John Wiley & Sons. Interesting perspectives on learning in general and elearning specifically. A must if you design computer-based training.

Backer, Lori; Deck, Michele. (2003). *The Presenter's EZ Graphics Kit*. Sterling, VA: Stylus Publishing. A beginner's step-by-step guide for creating interesting, visually-appealing graphics on charts, handouts, presentation software, and any printed material.

Barkley, Elizabeth; Cross, Patricia; Major, Howell. (2005). *Collaborative Learning Techniques*. San Francisco, CA: Jossey-Bass. A research-based book about cooperative and collaborative learning. Includes a collection of classroom-based strategies that are applicable to corporate training as well.

Bowman, Sharon. (2001). *Preventing Death By Lecture!* Glenbrook, NV: Bowperson Publishing. A short, easy read with dozens of quick activities—from one to five minutes in length—that you can use with any subject and any size group.

Bowman, Sharon. (1998). *How To Give It So They Get It!* Glenbrook, NV: Bowperson Publishing. For readers who want to explore the ways they learn, teach, train, and communicate. Includes detailed descriptions of the four major learning styles and easy-to-follow instructions for forty activities.

Bowman, Sharon. (1997). *Presenting With Pizzazz!* Glenbrook, NV: Bowperson Publishing. A training primer of tips and activities for learner engagement.

El-Shamy, Susan. (2004). *How To Design And Deliver Training For The New And Emerging Generations*. San Francisco, CA: Pfeiffer Co. Covers both research and practical application for teaching members of the generations following the baby boomers. Contains a wealth of easy ways to reach learners under the age of forty.

Heath, Chip and Dan. (2007). *Made To Stick: Why Some Ideas Survive And Others Die*. New York, NY: Random House. A great resource for understanding what makes any idea truly memorable. Not a training book, but an entertaining and relevant look at human memory.

Margulies, Nancy. (2002). *Mapping Inner Space*. Chicago, IL: Zephyr Press. Probably the best book about concept mapping and graphic organizers ever written. A “must have” if you want to include these powerful memory tools in your classes and training programs.

Margulies, Nancy; Valenza, Christine. (2005). *Visual Thinking*. Norwalk, CT: Crown House Publishing. A guide for the artistic neophyte, or for anyone beginning the process of converting words into images.

Meier, Thomas. (1999). *The Accelerated Learning Coursebuilder*. Lake Geneva, WI: The Center for Accelerated Learning. A handsomely-boxed kit of six, spiral bound books that cover all aspects of Accelerated Learning. Includes hundreds of ways to use the AL strategies. Call 262-248-7070 for ordering information. Tom Meier is the son of David Meier and the director of the European Branch of the Center for Accelerated Learning.

Millbower, Lenn. (2000). *Training With A Beat*. Sterling, VA: Stylus Publishing. An easy read that offers brain-based reasons for including music in every learning experience.

Pike, Robert. (2003, 3rd edition). *Creative Training Techniques Handbook*. Amherst, MA: HRD Press. A trainer’s basic how-to book that gives practical information about training design and delivery. Bob Pike is the president of The Bob Pike Group.

Pink, Daniel. (2006, 2nd edition). *A Whole New Mind: Why Right-Brainers Will Rule The Future*. New York, NY: Riverhead Books. A new and refreshing look on the whole right/left brain continuum, with some implications for the classroom as well as the world at large.

Quinn, Clark. (2005). *Engaging Learning*. San Francisco, CA: Pfeiffer Co. More for the elearning designer, with important information about learner engagement and motivation.

Silberman, Mel. (2005, 2nd edition). *101 Ways To Make Training Active*. San Francisco, CA: Jossey-Bass/Pfeiffer. A practical and useful collection of active learning techniques.

Thiagarajan, Sivasailam. (2003). *Design Your Own Games And Activities*. San Francisco, CA: Jossey-Bass/Pfeiffer. A comprehensive collection of Thiagi's best framergames—activities that you can modify for specific content and audiences. Thiagi is the president of The Thiagi Group.

Wacker, Mary B. and Silverman, Lori L. (2003). *Stories Trainers Tell: 55 Ready-To-Use Stories To Make Training Stick*. San Francisco, CA: Jossey-Bass/Pfeiffer. Useful tools for crafting memorable stories. Includes fifty-five, ready-made stories that readers have permission to use in their own training.

Westcott, Jean and Hammond, Landau. (1997). *A Picture's Worth 1,000 Words*. San Francisco, CA: Jossey-Bass/Pfeiffer. Shows the reader how to add simple yet powerful graphics, images, cartoons, shapes, and doodles to written or printed information.



Brain Science Websites

This page contains a short list of some interesting websites (in order of usefulness), which all offer free information about the human brain and learning. In addition to the websites below, do an Internet search for any of the phrases listed in the *Web Warm-Ups* activity on page 34. You'll find lots of interesting content, some of it “need-to-know” some of it “nice-to-know,” and some of it about the application of brain science to teaching, training, and learning.

www.Bowperson.com

Sharon Bowman's website. Offers dozens of free, downloadable articles, book excerpts, and activities that apply brain science to both classroom-based and elearning instruction.

For *The Six Trumps® Workshop* postcard master, table cards, and slide set, log onto Sharon's website and click on the “Articles” link; then scroll to the following links:

- ▶ *The Six Trumps® Workshop Postcard*
- ▶ *The Six Trumps® Workshop Table Cards*
- ▶ *The Six Trumps® Workshop Slide Set*

www.brainrules.net

Author John Medina's excellent website with dozens of informative ways to explore brain science.

www.jensenlearning.com

Author Eric Jensen's website. An expansive collection of products and free information supporting brain-based learning and instruction.

www.alcenter.com

The Center for Accelerated Learning. Dave Meier, Director. A comprehensive and very useful website that explores all aspects of Accelerated Learning.

www.patwolfe.com

Mind Matters Inc. Author Patricia Wolfe's website. Contains articles and other resources especially compiled for classroom educators; also offers an extensive list of neuroscientific articles.

www.brainlady.com

Author Marilee Sprenger's website with brain science articles for educators.

www.tedtalks.com/search

Ted Talks: Ideas Worth Spreading. Search for the keywords "the brain" to find a variety of unique and thought-provoking twenty-minute talks by scientists and researchers about various brain-related topics.

http://brainconnection.positscience.com/

A newsletter publication with articles submitted by professionals in many different educational and scientific fields.

www.slideshare.net/garr/brain-rules-for-presenters

Author Garr Reynolds' slide show with John Medina's brain science material.

www.presentationzen.com

Author Garr Reynolds' website and blog. Explores whole new ways of using Powerpoint® and other slide-based media to teach; includes slide shows about brain science related to visual learning.

