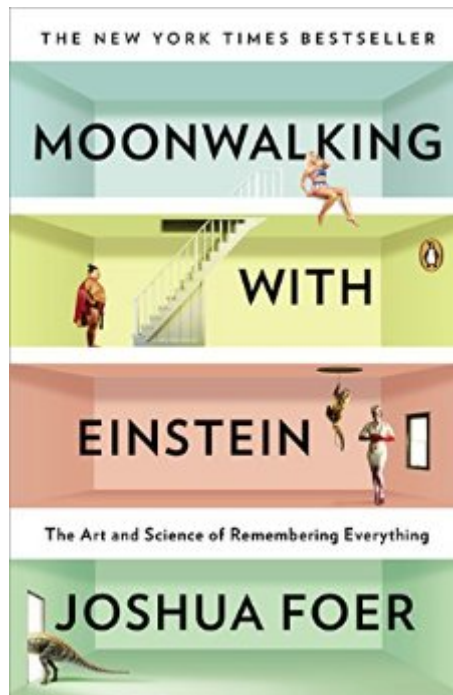


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# Moonwalking With Einstein: The Art And Science Of Remembering Everything



## Synopsis

The blockbuster phenomenon that charts an amazing journey of the mind while revolutionizing our concept of memory. An instant bestseller that is poised to become a classic, *Moonwalking with Einstein* recounts Joshua Foer's yearlong quest to improve his memory under the tutelage of top "mental athletes". He draws on cutting-edge research, a surprising cultural history of remembering, and venerable tricks of the mentalist's trade to transform our understanding of human memory. From the United States Memory Championship to deep within the author's own mind, this is an electrifying work of journalism that reminds us that, in every way that matters, we are the sum of our memories.

## Book Information

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## Customer Reviews

This is one of those rare books that is not only a joy to read, but also immensely helpful. It can help all of us with something that is at once troublesome and worrisome: our memory. It does this with ease, not teaching us some grueling rote memory technique, but one that is easy, natural and intuitive. Yet *Moonwalking with Einstein* turns out to not be exclusively a how-to book on memory. So what is it? Well, yes, it is about memory and how to improve it, but it is at once a history of

techniques, a description of what memory is and what can go wrong with it, and also a running narrative of how the author, a journalist himself with no special memory skills, becomes one of the most proficient memory athletes in America. I'd learned a mnemonic device to aid memorization decades ago while in college, and found it to be helpful, but for some reason I'd abandoned the technique once I graduated. But *Moonwalking with Einstein* expands the mnemonic technique I learned back then by use of something of which I'd never heard: the "Memory Palace." The Memory Palace exploits our inherent skill for remembering images and spatial locations, harnesses these two abilities we all possess in abundance, and relates them to the memorization of numbers, lists and assortments of other difficult to remember items. The amazing thing is that the Memory Palace not only makes memorization easy, it also makes it fun. What makes the book so interesting is that it is narrative non-fiction and reads like a novel. The author locks his conflict with his own memory early on, gives a sense of rising tension as he accumulates the forces to overcome its limitations, and resolves this internal conflict at the end when he participates in the US Memory Championship.

"*Moonwalking with Einstein: The Art and Science of Remembering Everything*" by Joshua Foer is a memoir of the author's attempted to win the U.S. memory championship. Along the way Mr. Foer attempts to explain some tricks, techniques and the science around memory. The book follows the gripping journey taken by Joshua Foer as he participates in the U.S. Memory Championship. As a science journalist Foer becomes interested in the champions' secrets as well as the secrets of the brain which we still do not fully understand. Foer learns how to naturally memorize information with the help of experts and to master techniques which make memorization easier. "*Moonwalking with Einstein: The Art and Science of Remembering Everything*" by Joshua Foer is a fabulous memoir which is not only personal and informative, but also highly entertaining. As a journalist, Mr. Foer became interested in those "mental athletes" who can memorize random data (order of packs of cards, long lists, etc.) when he covered the U.S. Memory Championship as an assignment. As he researched more into this area he became intrigued and wondered if he could do it also. At the start of his research, Mr. Foer went to meet psychologist Anders Ericsson who studies those with exceptional memory. "SF" can remember 80 digits after a single hearing, for example. During Foer's attempt, Ericsson would study him - a man without an exceptional memory. However, in a very poignant part of the book he also meets with a man who completely lost his short term memory. Over the next year Foer studied hard to improve his memory, or rather improve memorizing random stuff (there is a difference as we find out). The path we find ourselves going along with Mr.

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