

HOW TO EXPLOIT
YOUR BRAIN'S
UNLIMITED POWER



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INTRODUCTION

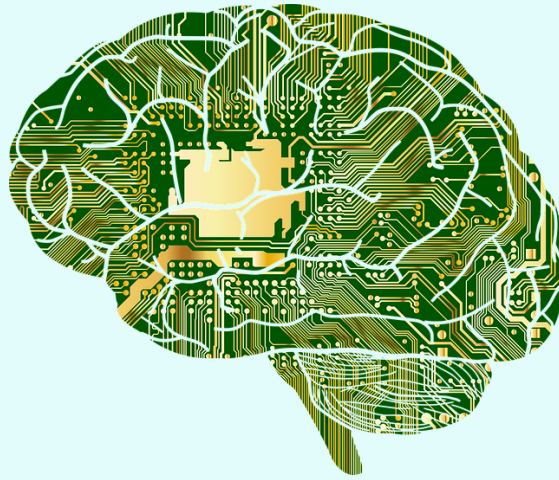
Inside the human brain's three-pound package are ten billion nerve cells and almost one hundred billion smaller supporting cells. That's more power, in a smaller package, than a computer.

If you added all the telephone connections in the entire world and multiplied that number by 1, 349, you would have the total number of brain connections of which your brain is capable.

A common misconception is that the human brain is firm and grey in color, hence the expression "**using your grey matter.**" In truth, the human brain is soft and jelly-like and of a deep red color. Chemicals or resins that the scientists use to preserve the brain are what cause the grey color and firm texture.

Another common misconception is that we humans use only about ten percent of our brains. ***This is a misunderstanding of the research gathered back in the late 1800s and early 1900s. It was noted then that only about ten percent of the brain's neurons actually are firing at any given time.*** We know now that the brain has many functions, that every part of the brain has a different purpose, and that all the neurons are busy working all the time. What everyone could improve upon is the cognitive potential of their brains; that is by reading and studying, learning to solve problems, and increasing their brain's power.

As each decade passes, doctors and researchers learn more and more about the brain - its functions, the dangers it faces and ways to protect it. They are even experimenting with ways to make the brain more retentive and thereby smarter. Whether or not they ever concoct a "**smart pill,**" there are ways you can train your brain to be more efficient, right now. You can protect your brain from dangerous outside influences. You can learn to feed and stimulate your brain so you not only live to a healthy old age, but you retain all your cognitive faculties. You can increase your brainpower and in the following report, we'll show you how. Don't wait for that "**smart pill.**" You can start right now to eliminate confusion in your thoughts and learn to think better and more clearly, no matter what your age.



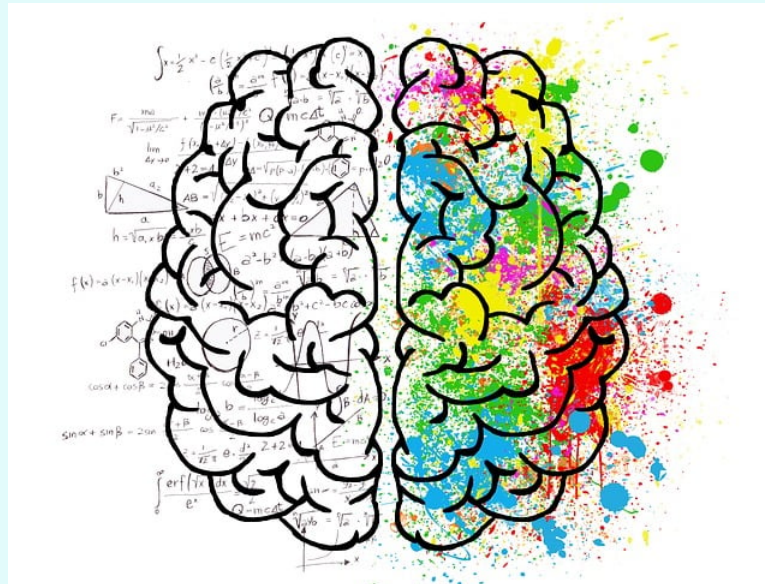
Solving problems is easier when you're thinking clearly. By taking care of your brain and protecting it from danger, you can learn to make decisions quickly and easily.

Do you need to:

- Learn new information easily and with greater accuracy than ever before?
- Be more creative about finding solutions to problems?
- Reduce your mental and physical stress?

Whether it's learning a new language, studying for classes, or just memorizing a speech, clear thinking is more conducive to productive, high quality work. Any man, woman or child, with the proper training, can learn to think more clearly and thereby learn to be more productive. The only thing keeping you from a highly attuned mental capacity is a failure to understand what good, clear thinking is all about and how to attain it.

"I have a theory about the human mind. A brain is a lot like a computer. It will only take so many facts, and then it will go on overload and blow up." - Erma Bombeck



I. The Brain & Its Functions

“The brain is a monstrous, beautiful mess. Its billions of nerve cells-called neurons-lie in a tangled web that displays cognitive powers far exceeding any of the silicon machines we have built to mimic it.” - William F. Allman

Your brain is the anterior or front part of your central nervous system, and is the primary control center for the peripheral nervous system. It controls involuntary activities such as the heartbeat, respiration, and digestion. These are also called autonomic functions and encompass sensation and movement.

However, that's not all of which your brain is capable of, of course; ***it also controls thought, reasoning, and even abstraction.*** All of these are known as conscious activities. The human brain is capable of perception, imagination, memories, and the ability to interpret information.

What makes the human brain truly unique is its ability to make synaptic connections, creating an intricate and extremely densely connected neural network. ***Our mental abilities are separated into the cerebral hemispheres, right and left.***

Some functions, such as language and speech, are localized in specific areas in only one hemisphere. Your brain is resilient in that if one hemisphere is injured, at an early age, the functions can be recovered by the other hemisphere, sometimes only in part, sometimes in full. Both hemispheres can control memory and reasoning, as well as motor control.

Thanks to a process called neurogenesis, new neurons can grow, even in the mature adult brain. That means you can learn and develop your brain throughout your life.

The neocortex, which helps us in many aspects of our thinking process, contains billions of neurons, arranged in layers on the brain's outer surface.

There are two halves of the brain, the right and left side, and each half of the brain is divided into four sections or lobes, and each lobe has a special function or purpose.

These lobes are the frontal, parietal, occipital and temporal lobes.

- **Frontal Lobe:** This controls planning and reasoning, as well as activating our muscles.
- **Parietal Lobe:** This controls physical sensation, such as heat, cold, pressure or pain.
- **Occipital Lobe:** Also called the visual cortex, this processes and interprets sensory information.
- **Temporal Lobe:** This controls hearing, speech perception and some kinds of memory. If you're one of the ninety percent of right-handed people, or one of the seventy percent of left-handed people, the left temporal lobe contains the center for spoken language.

All these functions actually, only take up a small space in each of the lobes, the rest of the space is for putting together the association of experiences and ideas. ***Simply put, it's for thinking. We are able to consider consciously what's going on, weigh our options and decide on the best choice for us to make.***

The ***cerebellum is the part of our brain that helps control our posture and balance, even coordination.*** This is why once you have learned to ride a bike or drive a car, you never forget how. It requires effort to learn at first; but after that, practice makes it automatic.

The limbic system cooperates with the brain stem and regulates the body's temperature, blood pressure, heart rate and blood sugar. It's also the center of human emotion.

The thalamus is essentially the brain's relay station. It channels impulses from all the senses, except smell, to the cerebral cortex and sorts out the important information from the insignificant; and together with the hippocampus, it plays a role in memory.

The hypothalamus regulates the body's temperature, as well as hunger and thirst. It also signals the pineal gland concerning sleep.

The pineal gland receives nerve impulses from the eyes and regulates the body's internal clock and daily circadian rhythms. When it receives a message from the hypothalamus, it also secretes the hormone melatonin, which has to do with sleep and wakefulness. ***The amygdala is what integrates the senses and is essential to forming memories.***

Knowing how the brain is set up and how it works will help us learn to protect, enhance and keep those brains in tip-top shape, honed and sharp, all of our lives.

So, what is your brain's potential and how can you attain it? Read on.

"If the brain were so simple we could understand it, we would be so simple we couldn't." - Lyall Watson