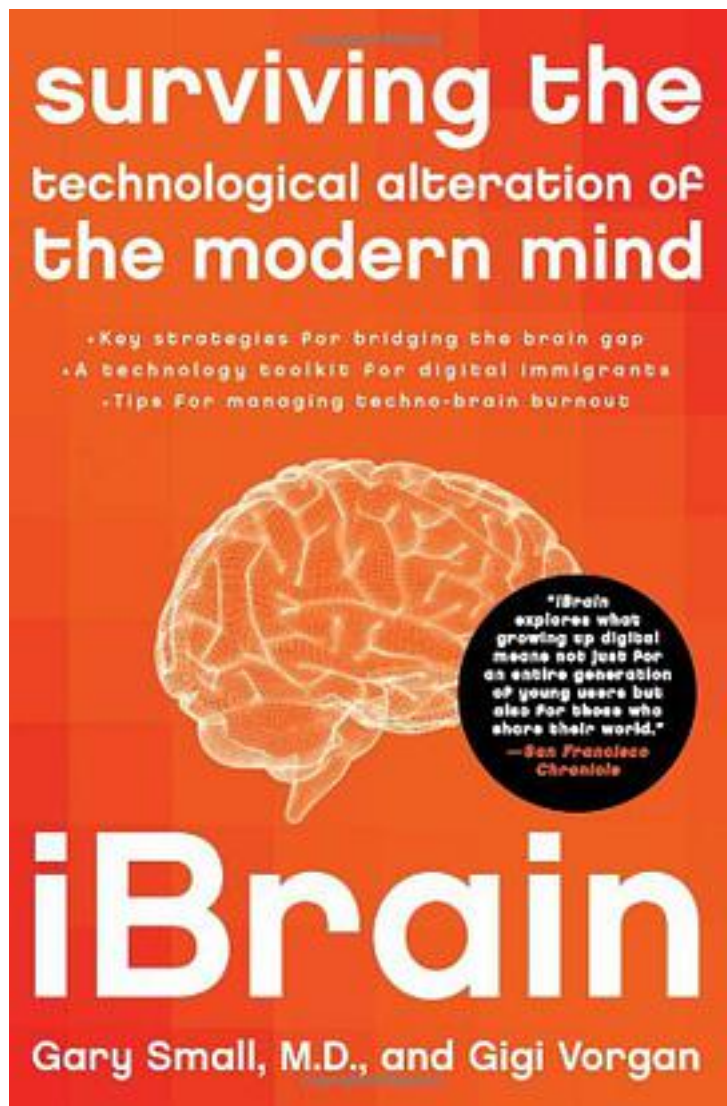


iBrain



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Their insights are extraordinary, their behaviors unusual. Their brains—shaped by the era of microprocessors, access to limitless information, and 24-hour news and communication—are remapping, retooling, and evolving. They're not superhuman. They're your twenty-something coworkers, your children, and your competition. Are you keeping up? In iBrain , Dr. Gary Small, one of America's leading neuroscientists and experts on brain function and behavior, explores how technology's unstoppable march forward has altered the way young minds develop, function, and interpret information. iBrain reveals a new evolution catalyzed by technological advancement and its future implications: Where do you fit in on the evolutionary chain? What are the professional, social, and political impacts of this new brain evolution? How must you adapt and at what price? While high-tech immersion can accelerate learning and boost creativity, it also has its glitches, among them the meteoric rise in ADD diagnoses, increased social isolation, and Internet addiction. To compete and thrive in the age of brain evolution, and to avoid these potential drawbacks, we must adapt, and iBrain —with its Technology Toolkit—equips all of us with the tools and strategies needed to close the brain gap.

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