



Los desafios de la memoria (Spanish Edition)

Joshua Foer

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Cuarenta días. Este es el tiempo que perdemos de media cada año por culpa de lo que olvidamos. A Joshua Foer le sucedía exactamente esto, pero después de entrenar durante un año, ganó el campeonato de memoria de Estados Unidos, un concurso en el que participan personas capaces de realizar hazañas increíbles, como memorizar 1.528 números aleatorios en una hora. Este es el punto de partida de este libro, que demuestra que la memoria es un don que poseemos todos, aunque a menudo ignoremos nuestro potencial. Foer rastrea la historia de las técnicas mnemotécnicas desde la antigua Grecia hasta nuestros días; entrevista a neurocientíficos, amnésicos, filósofos y jugadores de ajedrez, y se somete a un escáner cerebral para fotografiar su memoria. Gracias a todo ello, nos revela cómo mejorar de forma impresionante nuestra capacidad de recordar, y responde a preguntas sorprendentes, como qué relación existe entre memoria e inteligencia y qué significa olvidar. Los desafíos de la memoria se ha convertido en el libro revelación de no ficción del año en Estados Unidos e Inglaterra: ha permanecido meses en la lista de más vendidos de The New York Times, Amazon lo ha seleccionado entre los mejores libros del 2011 y está ya en vías de publicación en más de treinta países. En unos tiempos en los que la tecnología amenaza con desbancar nuestro cerebro, el libro de Joshua Foer es un imprescindible descubrimiento de nuestro talento.

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