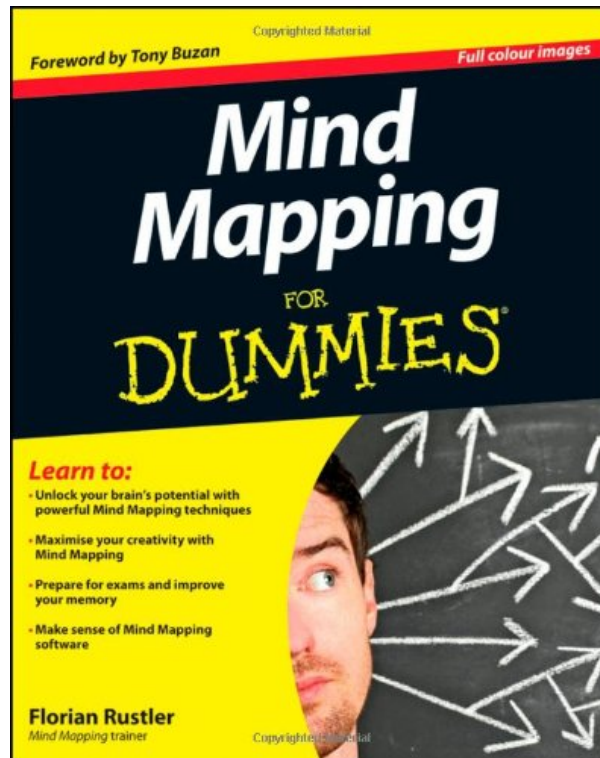
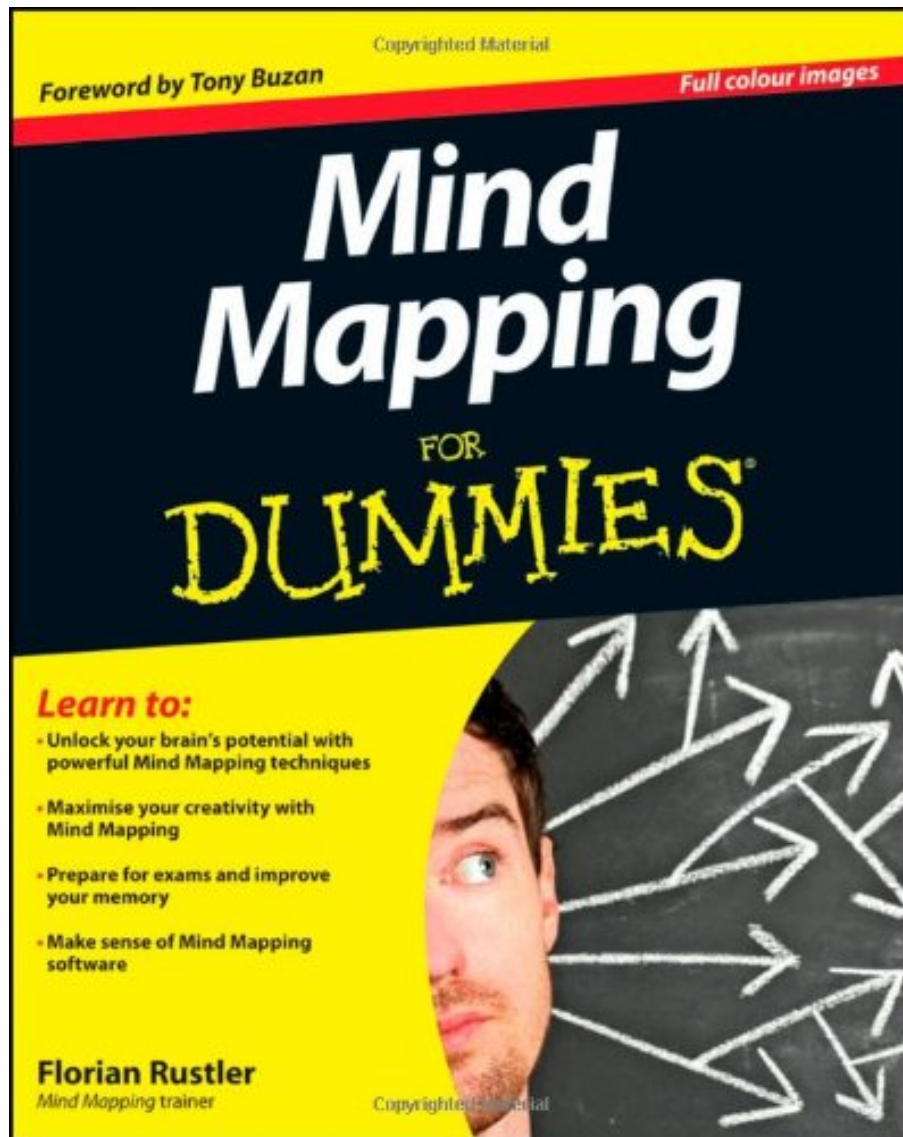


# MIND MAPPING FOR DUMMIES BY FLORIAN RUSTLER



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From the Back Cover

The key to unlocking the power of your mind

Mind Mapping is a powerful, structured visualisation technique that can dramatically improve clarity, focus, memory, productivity and creativity in all areas of your personal and professional life. In Mind Mapping For Dummies, Florian Rustler explains how the system works and walks you through proven Mind Mapping techniques for everything from project management to maximising creativity; improving memory to studying for exams.

- Organise the chaos in your head – learn simple pen-and-paper techniques for organising information in books, during meetings and while preparing talks and lectures
- Get cybernetic – find the best Mind Mapping software for you and discover how your computer can magnify your Mind Mapping abilities
- Go for academic gold – learn how Mind Mapping can enhance your academic performance by boosting reading comprehension and recall and by helping with exam preparation

Open the book and find:

- Heaps of Mind Maps – in full colour
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## About the Author

Florian Rustler is a licensed Mind Mapping trainer based in Munich, who trained with Tony Buzan. Within the last six years he has given more than 300 Mind Mapping seminars. Some of the organisations he has worked with include Bosch, MTU, Siemens and Volkswagen as well as various trade chambers and universities.

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Unlock your brain's potential using mind mapping

Mind mapping is a popular technique that can be applied in a variety of situations and settings. Students can make sense of complex topics and structure their revision with mind mapping; business people can manage projects and collaborate with colleagues using mind maps, and any creative process can be supported by using a mind map to explore ideas and build upon them. Mind maps allow for greater creativity when recording ideas and information whatever the topic, and enable the note-taker to associate words with visual representations.

Mind Mapping For Dummies explains how mind mapping works, why it's so successful, and the many ways it can be used. It takes you through the wide range of approaches to mind mapping, looks at the available mind mapping software options, and investigates advanced mind mapping techniques for a range of purposes, including studying for exams, improving memory, project management, and maximizing creativity.

- Suitable for students of all ages and study levels
- An excellent resource for people working on creative projects who wish to use mind mapping to develop their ideas
- Shows businesspeople how to maximize their efficiency, manage projects, and brainstorm effectively

If you're a student, artist, writer, or businessperson, Mind Mapping For Dummies shows you how to unlock your brain's potential.

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- 256 pages

Features

- For Dummies

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#### Most helpful customer reviews

21 of 21 people found the following review helpful.

Don't Expect to Come Away from this Book with any Real Mind-Mapping SKILLS

By Julia A. Watson

[Edited - Inserted extra paragraph at the beginning]

I've just finished reading "How to Study with Mind Maps: The Concise Learning Method for Students and Lifelong Learners". One single chapter (Chapter 2: Visual Maps) contains more instructions and practical help on how to construct a mind map than the entire book: Mind Mapping for Dummies.

As far as mind-mapping goes, the main things I got out of Mind Mapping for Dummies were a high-level understanding of what it is, what the benefits are, and what are some high-level tips in several areas where it

can be applied. I did not acquire the skills to produce my own mind maps. One of the main reasons for me is that the examples utilized by the author are not conducive to learning basic mind-mapping concepts and skills.

One of the first examples used to explain the concept of "One word per branch" assumes you are either European, or you are already familiar with a popular European chocolate. Here's what I'm talking about:

"What occurs to you when you read the two words 'lilac cow'. If you have a sweet tooth I bet the notions 'chocolate' and 'Milka' definitely come to mind."

I definitely have a sweet tooth, but I've never heard of a kind of chocolate associated with 'lilac cow' or 'Milka'.

A few paragraphs later:

"Take another example of two words: 'green and black'. Again, chocolate lovers may think of the connection with a certain chocolate brand."

I am a chocolate lover, but I've never heard of a chocolate brand with a 'green and black' wrapper.

After a bit of googling, it became apparent that the author makes a huge assumption that the reader is already familiar with 'lilac cow', 'Milka', and green and black chocolate wrappers which can be easily associated with popular European chocolate products. I'm not European. I'm not suggesting he should have used 'Hershey' or "M&M" or "Brown and Silver wrapper" to make his point, but I do think he should have used an entirely different example that was more universally recognizable by all English-speakers.

An instance where the example utilized is not conducive to building a basic mind-mapping skill is in Part II: Traditional Mind Mapping in Practice, Converting Text and Sentences into a Mind Map. This is the very first instance in the book where he suggests that you stop and try something for yourself: Mind-Mapping a definition. Instead of using a relatively simple definition, he tells you to mind-map this one:

Work: an activity or action that's done in certain contexts and leads to a tangible and/ or intangible result which can be evaluated against certain standards; it's effected by applying the physical, mental and intellectual effort of human beings and serves to satisfy their needs.

Really? The reader's very first try-mapping-it-yourself exercise??? Isn't the title of this book "Mind Mapping for DUMMIES"???

Aside from what I consider ineffective examples, the book gave me the impression that the author had to meet some sort of quota for the total number of words in the book. As I read it, I kept catching myself thinking, "can we skip the fluff and get back to explaining how to mind map?"



One very positive thing I did get out of this book was the link to [...] which is an awesome website on visual literacy.

12 of 12 people found the following review helpful.

Mind Mapping is a Movement

By Woodie

This is probably the best book I've seen so far on the practical use of Mind Mapping for note taking. This is something you have to practice to discover its value. They even had a section on choosing a good Mind Mapping software solution. I believe eventually we will be seeing more and more of this technique in practical use in school and business. So be an early adopter in this movement. This is a good book to start with.

11 of 11 people found the following review helpful.

Excellent learning tool

By Doug Sigman

I have read several books on Mind Mapping but still didn't feel like there was anything for me in it. However, a lot of other techniques I'm studying suggest it as a great tool, so I ordered this book. At last, a book that made concrete suggestions about how to practice and get comfortable with the process, especially when studying complex technical books or taking notes at meetings. I'm really getting used to using it. Two Thumbs Up!

See all 24 customer reviews...

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