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Never Eat Shredded Wheat Weird Ways to Remember Things

James M. Russell

Keynote

This book is a cornucopia of mnemonics. Amusing as well as informative, it includes well-known examples that you might remember from school, some of which have been in use for centuries, as well as more recent ones and alternatives to the traditional versions.

Description

Our memories are mysterious things. One moment we might remember a lengthy poem or the exact street address of a restaurant from our childhood. But the next moment we can struggle to recall where we've put our keys down or the name of the person we have just been introduced to. The human mind is not terribly good at remembering abstract data – but we can do it much more successfully if we create associations with more relatable bits of information, such as familiar people, places, colours, poems or jokes.

The mnemonics that many of us learned as children are simply a shortcut to help locate information within your memory. For instance, rather than remember that the clockwise order of the points of the compass is North, East, South, West, we remember the mnemonic '**N**ever **E**at **S**hredded **W**heat', and the combination of humour and a visual reference provides an instant cue for our brains.

This book is a cornucopia of mnemonics. Amusing as well as informative, it includes well-known examples that you might remember from school, some of which have been in use for centuries, as well as more recent ones and alternatives to the traditional versions. Ranging across history, science, language, numbers, business, art and much, much more, the mnemonics included here provide quick easy access to a vast amount of fascinating and useful information. In addition, there are sections on working out your own methods and systems to augment the existing mnemonics with your own *aides-mémoire*, which can help you with everyday tasks such as avoiding common misspellings, or remembering names, faces and numbers.

Sales Points

- Useful and fun ways to remember all sorts of information, from ancient examples to the new expressions that have entered our vocabulary
- Also contains sections on working out your own mnemonics and memory aids
- Beautiful gift package
- From the publishers of the *Sunday Times* bestseller *I Before E (Except After C)*, which has sold over 85,000 copies to date
- James M. Russell has written several books, including *A Brief Guide to Philosophical Classics*. He is available for PR

Author Biography

James M. Russell has a philosophy degree from the University of Cambridge, a post-graduate qualification in critical theory, and has taught at the Open University in the UK. He currently works as a freelance writer, designer and editor. He is the author of *A Brief Guide to Philosophical Classics*, *A Brief Guide to Spiritual Classics* and *A Traveller's Guide to Infinity*. He lives in north London with his wife, daughter and two cats.

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