LuCreative: Become a business badass by reading these five books

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Books are a tremendous source of knowledge and can act as a catalyst for business success claims LuCreative.

A brain is a powerful tool; through disciplined practice the mind can be shaped, meaning that if someone is bad at something today, that doesn't mean they have to be bad at it tomorrow. Sales and marketing firm, LuCreative are committed to ongoing education and development and state that books are a great tool for self-development.

About LuCreative: http://www.lucreativeuk.com/#about

LuCreative recommends professionals that if they want to become a business badass and unlock their full potential, they need to read the following five books:

Incognito By David Eagleman will help professionals to be aware of some of the processes and routines formed by the subconscious, and to be able to take control of them and use them use them to progress further.

Phantoms in the Brain by V.S. Ramachandran explores how the brain uses mapping, remapping and specialisation and how the brain has hidden areas devoted to certain functions.

The Tell-Tale Brain by V.S. Ramachandran is an accessible book that explores a region of the brain that forms our ability to relate and understand each other. This book helps the reader to understand the brain and its processing power.

Making a Good Brain Great by Daniel Amen is a practical book that helps the reader to protect their brains from negative thoughts and how to gain control of the brain and mind. A helpful book for professionals learning how to maintain a positive attitude.

The Female Brain by Louann Brizendine is not exclusively for females but details the phases and changes of a woman's brain from childhood to post menopause, plus everything in between. A helpful book for anyone looking to understand the neurological underpinnings of the female perspective.

‘The brain is an organ to help construct the world around us, and reading helps us to bring ideas and thoughts together in a way that can be understood and used to help us to become a better version of ourselves' said a spokesperson for LuCreative.

LuCreative is a direct sales and marketing company contributing to bridging the gap between their client's brand and customer base, through the use of personalised marketing solutions. With a diverse team of sales and marketing entrepreneurs, LuCreative is devoted towards the learning and development of their millennial workforce of talented young professionals, and promote reading as a big contribution to self-development.

Source: http://www.success.com/blog/5-brainy-books-to-read-if-you-want-to-be-a-badass

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LuCreative

T. 07377678781
E. contact@lucreativeuk.com
W. https://www.lucreativeuk.com/

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