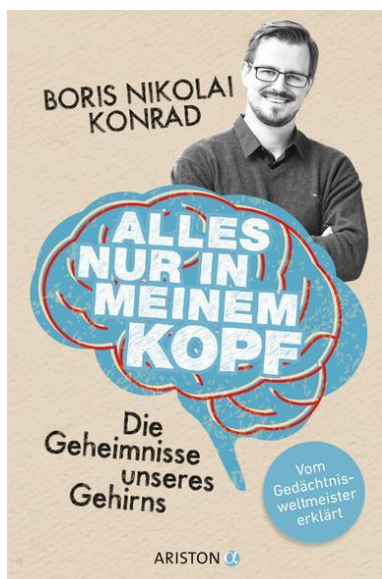


How our brain really works – explained by the World Memory champion

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Boris Nikolai Konrad, born in 1984, is a neuroscientist, has been World Memory champion several times, has set up four Guinness Book records and is internationally in demand for television shows. He already started working as a memory trainer and lecturer in 2006. He has also devoted himself to this field as a scientist and is involved in research into extraordinarily good performances of memory, at present at the Donders Institute in Nijmegen, The Netherlands.



Boris Nikolai Konrad
All Just in my Head
[Alles nur in meinem Kopf]
The secrets of our brain

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Why do we forget something? And don't remember it until we go back to where we first thought of it? Why do old people have clear memories of the distant past, but not of yesterday? Can regular memory training guard against Alzheimer's? And why does a nerve cell have a preference for actress Jennifer Aniston?

Boris Nikolai Konrad is a brain researcher and has won the World Memory championship several times. Here he shows us some unique views of the baffling world of remembering and forgetting and presents some amazing and intriguing aspects of our memory worth knowing. His message: a good memory is learnable!