



Mind Maps for Business 2nd edn: Using the ultimate thinking tool to revolutionise how you work (2nd Edition)

By Tony Buzan, Chris Griffiths

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Tony Buzan knows more than a little about Mind Maps – after all, he did invent them!

Often referred to as the ‘the Swiss-army knife for the brain’, Mind Maps are a ground-breaking, note-taking and mind-organising technique that has already revolutionised the lives of many millions of people around the world and taken the educational world by storm.

Now **Tony Buzan** is sharing the powerful techniques of mind mapping with the business world to help business professionals everywhere revolutionise the way they think and practise.

Mind Maps for Business is the very first and only book on mind mapping that has been written by Tony Buzan specifically for a business audience.

No matter how big or small the business you work in; no matter if you’re an employer or an employee; no matter what your role is, you’ll find the benefits of using mind maps to help you think, organise, plan and control are vast:

- Accelerate your productivity to levels you never thought possible.
- Generate exciting new possibilities for growth and expansion.
- Make meetings, discussions and forums really productive and useful.
- Negotiate, talk and consult more constructively and effectively.
- Be more focussed, more organised and much smarter.

- Unleash your amazing creative capabilities.

Whether you're writing marketing plans or strategy documents; looking for new ways to develop your business; planning a conference or event; restructuring your staff; or looking to improve your management and leadership skills – discover today the amazing advantages that using *Mind Maps for Business* can bring.

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Editorial Review

Review

‘Mind Maps are indispensable in the business world. I recommend this book to all business people.’

Nicky Oppenheimer, Chairman, De Beers

‘Buzan shows corporate executives how to hotwire their creative energies.’

Forbes Magazine

‘Tony Buzan has done it again...make your mind work better.’

Ken Blanchard, author of the multimillion bestselling book *The One Minute Manager* ®

‘Mind Mapping uses the brain in the way it was designed, saves time, improves results and is fun. How can any business person be without this powerful tool?!’

Stephen C. Lundin, author of the five-million-copy bestselling *FISH!*

‘Tony didn’t invent the brain – he did invent the instructions.’

John Husbands, Institute of Management

‘Mind Mapping is contagious because it works.’

Masanori Kanda, leading Japanese entrepreneur and marketer

‘The use of Mind Mapping is an integral part of my Quality Improvement Project at Boeing. This has provided savings of over \$10 million for my organisation.’

Mike Stanley, Boeing Corporation, USA

‘I was so impressed with the Mind Mapping concept that we’ll now use Tony and his valuable resource in

our own business.'

Chris Webb, founder and CEO of In2 Marketing

'We achieve far greater clarity in all our communication, develop more creative ideas faster and save volumes of time daily using Mind Maps. In essence, we get more done.'

Cliff Shaffran, CEO, Q3global

'Mind Maps cut out all the guessing and intermediary steps and go straight into creating dopamine [neurotransmitters] for the brain.'

Po Chung, Director, DHL (HK)

'There can be no clearer or more effective mental tool than Tony Buzan's Mind Maps.'

Ray Keene, OBE, International Chess Grandmaster and Mind Sports Correspondent for *The Times*

From the Back Cover

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The Mind Map is the most effective business tool of our time. It will revolutionise *every* aspect of your performance forever.

In *Mind Maps for Business*, Tony Buzan, the world's leading author on Mind Mapping, together with Chris Griffiths, co-founder and CEO of Buzan Online Ltd, will show you how to apply Mind Maps to *any* business challenge or goal – from project management and selling, right through to leadership strategies.

Used by organisations all over the world, including De Beers, Disney, Microsoft and NASA, to **create, lead, plan, problem solve and present**, Mind Maps can help you solve problems, find new ways of working, draw up business plans, restructure your team and much more.

- Think clearly, creatively and originally
- Make assertive, confident decisions
- Be sharper, smarter and more efficient
- Persuade, negotiate and present with impact
- Develop powerful, profitable strategies and plans

Whatever you're working on right now, *Mind Maps for Business* will equip you with the ultimate twenty-first century tool for business success – the Mind Map.

www.MindMapsforBusiness.com has been specially developed to help you get even more from this book.

About the Author

Tony Buzan is the world-renowned inventor of Mind Maps and the multi-million copy bestselling author of 'The Mind Map Book', 'How to Mind Map' and 'Mind Maps for Kids' series. He appears regularly on television and lectures all over the world. He advises international businesses, governments, educational authorities and Olympic athletes. His work has been published in 100 countries and 30 languages.

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