

NEW Rewire Your Mindset To Achieve Your Goals
BOOK MASTER YOUR BRAIN – TRAINING YOUR MIND FOR SUCCESS IN LIFE

What do you aspire to that always seems out of reach – a promotion at work? The special guy or girl you’ve had your eye on? Your dream home, or a perfectly toned body?

This indispensable guide to understanding and channeling the power of your mind will help you make positive changes to every aspect of your life. In just minutes a day, you can rewire your mindset and improve your life by increasing your confidence, happiness and sense of peace.

By demystifying how and why your brain functions as it does, and showing how you can apply these insights to everyday situations, *Master Your Brain: Training Your Mind for Success in Life* provides you with the tools to dramatically improve your life in every area, from career and relationships to health and sports.

- Harness the hidden power of your own mind
- Learn how emotional impulses drive your decisions
- Discover what makes you and those around you tick
- The secret of your future success lies in applying simple brain science.

Harnessing the latest discoveries in neuropsychology, and using accessible, jargon-free language, commercial psychologist Phillip Adcock offers science-based solutions for achieving your goals more easily and effectively.

READY TO SPEAK TO THE MEDIA:



Phillip Adcock

Phillip Adcock frequently appears on UK television. He is available to provide expert comment, interviews and by-lined articles on a number of topics, including:

- 10 Ways to Rewire Your Mindset for Success
- How to Use Your Brain to Reach Your Full Potential
- How To Break a Habit in 3 Easy Steps
- What’s In a Face: Learn to communicate more effectively
- Harness Positive Emotion: Make friends by mirroring
- 5 Effective Tips to Govern Your Emotions and Vanquish Your Fears

MASTER YOUR BRAIN

TRAINING YOUR MIND for SUCCESS in LIFE



PHILLIP ADCOCK

Master Your Brain by Phillip Adcock is published by Sterling, priced £12.99. For more information see www.sbxl.com/who-we-are/.

ABOUT THE AUTHOR

Phillip Adcock is a commercial psychologist and managing director of a number of human behaviour analysis companies operating in 17 countries. He boasts some of the world’s largest organisations as clients, including Apple, Kraft, L’Oreal, Mars, PepsiCo, Nestle, Tesco, and Procter & Gamble. Phillip is a leading authority in shopper behaviour. With more than 30 years of human behavioural research, he has developed a unique ability to identify what it is that makes people tick, both psychologically and physiologically.

Phillip has developed his skills by combining the teaching of experts on numerous aspects of neuroscience, psychology and emotion within his professional role of helping leading brands and retailers better understand how to communicate with their shoppers.

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