The Most Important Graph in the World

Tony Buzan

with Jennifer Goddard & Jorge Castañeda

“Tony Buzan is Mr Memory... endorsed by government ministers, Mensa brainiacs and MDs alike.”

Metro

“A simple yet potent formula; in this book Tony shows you how to improve your memory without having to learn mnemonic techniques and better still, shows you how to ensure people remember more of what you communicate.”

Chris Griffiths - Author of ‘GRASP The Solution’

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By Tony Buzan
(with Jennifer Goddard and Jorge Castaneda)

How the Secrets of a Better Memory Lead to Success -
Tony Buzan’s ‘Most Important Graph’ Reveals All

Every so often a truly ground breaking idea comes along. This is one. In his latest book, The Most Important Graph in the World, Tony Buzan, a world-acclaimed author and speaker on the brain and thinking, offers an eye-opening and energising theory for what lies at the heart of any kind of personal or business success - the human memory.

The Most Important Graph in the World (co-written with Jennifer Goddard and Jorge Castaneda) reveals the little-known secrets of how the memory works and shows readers how they can use this powerful knowledge to their advantage. Launched on 2nd June 2012 in honour of Tony’s 70th birthday, this book is a true celebration of his life’s work. It is the result of decades of pioneering research on learning, memory patterns, creativity and achievement, and the principles it presents form the backbone for his most famous invention - the thinking technique known as Mind Mapping.

How to Remember….And Be Remembered

The Most Important Graph in the World shines a spotlight on the 7.5 key principles of human memory and demonstrates how readers can apply an intelligent and practical approach to both remembering and being remembered, for the right reasons, in all aspects of their lives. The important principles of 1) Primacy, 2) Recency, 3) Von Restorff (Imagination), 4) Association, 5) Understanding and Misunderstanding, 7) Interest, and 8) Meaning are all plotted out on one unique, vivid, vibrant and life-changing graph.

Through a blend of wit and wisdom, common sense and scientific knowledge, Tony Buzan explains how taking control of these memory rhythms and patterns can open up new possibilities for self-management, communication and personal empowerment, helping us make the jump from mundane to memorable in very little time.

Take communication for instance. The graph provides the full formula for making a great first impression (Primacy), repeatedly getting your key message across (Association & Understanding), surprising audiences and customers with the wow factor (Von Restorff), helping them see the big picture (Interest & Meaning), and leaving them with a message...
they won’t forget (Recency). The same principles and strategies apply for any form of communication including presentations, speeches, writing of any sort, negotiation, training, customer service, coaching, sales and teaching.

A Graph? Or a ‘Formula for Life’?

Tony Buzan says, “The Most Important Graph in the World is far more than just a graph about memory - it’s a formula for life! This graph unleashes powerful truths about how we all learn and behave. It is my sincere hope that people will pay attention to these truths and, from this moment on, embrace them wholeheartedly to plot new paths of success.”

The vital knowledge presented by this graph empowers readers to successfully chart their way through any task, communication or venture. It can be used to:

- Deliver speeches and presentations that hit the mark
- Acquire more and more new skills
- Enjoy positive social interactions and harmonious relationships
- Plan any kind of event or meeting
- Develop PR and marketing with real impact
- Design unique products and services
- Raise your creativity and intelligence
- Bring clients to your door
- Maximise your time
- Protect your legacy

Learn the Secrets of Successful Orators, Athletes and Business Magnates

The people and organisations that already understand and employ the power of this graph are leaders in their respective fields. In this book, readers learn how US President Barack Obama compels his audiences to sit up and listen; how Richard Branson, head of the Virgin empire, never fails to create a dramatic and remarkable impact whenever he launches a new product or service; and how Sir Steven Redgrave became the ultimate Olympic athlete, winning five consecutive gold medals in rowing. All their secrets, and more, are revealed in this single graph.

Those who speak to audiences can learn to use the same strategies to write and deliver presentations as powerful as President Obama’s. Corporate leaders can use the ‘Most Important Graph’ to engage thousands of people in their vision and make their team the best around. Small business owners can use it to create an experience for their customers that will have them raving about the service to their friends. Teachers or trainers can use it to create learning engagements that will change people’s lives. Last but by no means least, salespeople can use the graph to make customers and clients flock to them over and over again.
From 6 Million Copy Bestselling Author and Inventor of Mind Maps

Tony Buzan is a man on a mission. In his long and prolific career as a speaker, consultant and author of over 100 books, Tony has helped countless people around the globe to unlock their creativity, improve their memory and boost their thinking skills. Known to millions as the inventor of Mind Mapping, he has been the instrumental driving force behind global mental literacy. Tony has worked with some of the world’s most high profile organisations, governments, universities, leaders, athletes, performers and academics, as well as children of all ages.

Now for the first time, he has committed to paper the subject which has long captivated his audiences with his new book The Most Important Graph in the World. In this completely new work, Tony reveals how a simple understanding of memory and its improvement can instantly and dramatically change our lives and the lives of those around us.

The Most Important Graph in the World, published on 2nd June 2012 by Proactive Press, is available via Amazon.co.uk. For more information on the book and the author, please visit www.MostImportantGraph.com.

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Press and Contact Information

The Most Important Graph in the World is currently available in paperback via Amazon.co.uk. Also available electronically in many formats.

More information can be found at www.MostImportantGraph.com – Including a downloadable media kit, pdf excerpt, cover images and author photos.

The Most Important Graph in the World
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Events, Interviews & Blogs – Tony Buzan welcomes opportunities to speak at group events, conduct media interviews and write guest blog posts.

Book Reviews & Reader Competitions – Review copies of the book are available and sets can be provided for competition giveaways.

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Praise for ‘The Most Important Graph in the World’ and Tony Buzan

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“A simple yet potent formula; in this book Tony shows you how to improve your memory without having to learn mnemonic techniques and better still, shows you how to ensure people remember more of what you communicate.”
Chris Griffiths - Author of ‘GRASP The Solution’

“Other than the smartest companies in the world and the smartest people in the world, how come nobody else is using it? That’s the question on my mind.”
Dharmendra Rai - Mind Mapping & Mental Literacy Trainer

“Tony Buzan will do for the brain what Stephen Hawking did for the universe.”
The Times

“Graphs are vital to success and the Most Important Graph in the World is the ultimate success graph.”
Bill Jarrard – Managing Director at Mindwerx

“Tony Buzan has done it again... make your mind work better.”
Ken Blanchard – Multimillion bestselling author of ‘The One Minute Manager’

“Tony didn’t invent the brain - he did invent the instructions.”
John Husbands – Institute of Management
About the Author

Known to millions as the inventor of Mind Mapping, Tony Buzan has helped people around the globe to unlock their creativity, improve their memory and boost their thinking skills. He is a prolific author and has written over 100 books on the brain and thinking, translated into 33 languages in over 150 countries.

Lecturing around the world to schools, universities, corporations and governments, Tony has been the instrumental driving force behind global mental literacy.

Tony is the founder of the World Memory Championships, World Speed Reading Championships and The Brain Trust Charity and in 2008, he was honoured to receive the Lifetime Achievement Award from the American Creativity Association (ACA).

In this completely new work, Tony reveals how a simple understanding of memory and its improvement can instantly and dramatically change our lives and the lives of those around us.

About the Co-Authors

Jennifer Goddard is a Master Trainer in iMindMap, the Director of the Buzan Centre: Australia/NZ and co-founder of Mindwerx International. An expert in the area of creativity
and innovation, Jennifer works with a wide variety of organisations and schools in Australia, NZ, USA, South Africa, Middle East, UK and Asia.

One of only a handful of Master Trainers in Buzan’s Mind Mapping and other Advanced Learning Techniques, including Speed Reading and Memory.

Jennifer has a passion for mental literacy, whole brain thinking, our multiple intelligences and works with Tony Buzan around the world.

Interestingly, Jennifer is the convenor of the Australian and Thailand Memory Championships, the Senior Arbiter at the World Memory Championships and was crowned “Memory Maven” by Australian Anthill Magazine.

Jorge Castañeda is President and Managing Director of Buzan Latin America, a leading company in the fields of Intellectual Capital Development and Value Creation methodologies.

Jorge has been an international consultant and speaker for more than 20 years in the areas of Innovation and Creativity, Root Cause Analysis, Strategic Focusing, Project Management, Cultural Transformation, Neuroeconomics, Risk Management, Analytics and Intellectual Capital Development. He has also been a World Bank consultant for the Mexican Government in Process Transformation and Risk Management.

Jorge is the inventor of the Root Cause Systemic Mapping methodology for root cause analysis which is widely used in government institutions in Mexico.

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The Most Important Graph in the World reveals the secrets of how to apply principles of memory to drive business and personal success

The Most Important Graph in the World unleashes powerful truths about our memory and how we learn and behave. Discover how you can use this knowledge to deliver presentations and speeches with real impact, make your PR and marketing resonate, raise your social and emotional IQ, develop your creativity and intelligence, maximise your time and create a more meaningful, memorable life.

The people and organisations that already understand and employ the power of this graph are the leaders in their respective fields. Learn the secrets behind the success of renowned orators, Olympic athletes and international business magnates through this single graph.

The Most Important Graph in the World won’t just change your perspective, it will change your life.

Learn how to:
✓ Manage yourself.
✓ Raise your intelligence.
✓ Power up your communication.
✓ Instantly improve your memory and the memories of those around you.

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Sample Interview Questions

1. What was the inspiration behind *The Most Important Graph in the World*?

2. You’ve been researching and writing about the brain and memory for several years and are viewed as an authority in the field. In layman’s terms, what exactly is ‘memory’?

3. In *The Most Important Graph in the World*, you put forward that we are now in the Age of Intelligence. Please explain this.

4. What can a person do to improve his or her memory?

5. Out of the 7.5 memory principles you outline in the book, which is the most important and how does it link to personal or business success?

6. In your book, you talk about the need for everyone to take regular breaks. Can you elaborate on this?

7. How has your memory changed over the years?

8. How can the ‘Most Important Graph’ help in the world of business? Can you provide a specific example?

9. What do you think will surprise readers the most about this new book?

10. How does the graph link to your other famous invention – the Mind Map?

11. Can you give an example of a prominent individual or organisation that utilises the principles behind the graph successfully?

12. What is the main point or lesson you would like readers of your new book to take away?

13. What are you working on now?

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