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Head in the Game: The Mental Engineering of the World's Greatest Athletes

By Brandon Sneed

HarperAudio, United States, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. An intriguing blend of science and sports that explores how some of the world's greatest athletes are utilizing the last frontier of performance-enhancing technology--the mental mapping and engineering of their own brains--for peak performance, and what it means for the future of athleticism, sports, and the rest of us. Moneyball showed how statistics were revolutionizing baseball. The Sports Gene revealed the role genetics play in sports. Now, Head in the Game examines the next evolution: how mental engineering--the manipulation of the cognitive processes of the brain--can make gifted athletes even better. For years, technology--from EEG (electroencephalogram) to fMRI (Functional magnetic resonance imaging) to video games, tablets, and personal data collection devices--have been used with soldiers to understand their physical and mental functioning. Touching on brain functionality vital to sports--both the hard (coordination, stimuli processing, functional memory, decision-making, load-processing) and the soft (emotion regulation, visualization, psychology, mindfulness)--this tech is now being adopted by scores of championship franchises and top athletes--including scrappy underdogs forced to innovate and elite players looking for an advantage. Star NFL quarterbacks Russell Wilson and Tom Brady, the NBA's Kyle Korver, and Olympic volleyball champion Kerri Walsh...



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