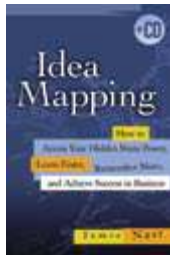


Books //

Ebb and Flow

T+D editors examine recent releases that put new spins on old ideas



PG 74 | *T+D* | November 2006

Idea Mapping: How to Access Your Hidden Power, Learn Faster, Remember More, and Achieve Success in Business
By Jamie Nast

(Wiley, September 2006, \$24.95)

As a tangential argument for experiential learning, *Idea Mapping* is all about thinking outside the box, or in this case outside the document.

Nast claims that her process for logging thoughts helps users be more creative, learn faster, and remember more. That's because she says that the process mirrors how our brains naturally and freely associate information. And even more important to the busy professional, Nast says that readers can improve productivity and save time by creating these colorful, visual pictures.

The first five chapters define idea mapping, show the readers how to generate ideas, and walk them through the steps of creating idea maps, and the sixth and seventh chapters introduce application. The final chapters address team usage, individual examples, and mastering techniques.

The author also uses trademarked product names in her writing, (the book includes a free trial download of MindJet software on CD), which comes across as being a bit promotional.

—Josephine Rossi