THE POWER OF INNER IMAGES
How Inner Images Change our Brain, Ourselves And the World

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by Gerald Hüther

How our inner images and beliefs can change the way we use our brain.

Inner images are all those pictures (and beliefs) we carry within us - influencing our daily feelings and actions. Such images are ideas and visions about who we are and what we would like to achieve in life. We need them to find our way in a complex world, to plan our actions and reactions and to deal with new challenges. Due to these patterns, we might find things attractive or repulsive, we will go about solving problems, learning to ride the bike or interact with others. Ultimately inner images are crucial for how and what we use our brain for. And according to how we use our brain our brain develops - important especially in terms of education and early learning.

So where do these inner images and strong beliefs come from? How are they transferred from one generation to another? Are our inner images culturally influenced? How do we change our inner images?

Irrelevant, unrealistic illusions? No longer. Neurobiologist Gerald Hüther bridges neuroscience with humanities and shows how powerful they really are.

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Boosting brain power is a big topic at the moment – in management, education and for a worldwide ageing population. From untapping the hidden potential of employees to better early learning in schools, renowned German neuroscientist Dr Dr Gerald Hüther calls for a radical new approach to improving brain activity and challenges current educational methods, calling for less hard studying and more enjoyment in learning, arguing that joy and devotion can improve the way our brains function. His groundbreaking guide to how the brain works 'The Human Brain. A Manual' was published recently in its 15th edition. The author of numerous bestsellers, Hüther's books have been translated into several languages worldwide. Hüther is a regular commentator in german-language media and speaker at international conferences. Gerald Hüther also is founder of the initiative 'Schools in Change', 'The Cultural Change Code' and currently working to building his 'Academy for Potential Development' in Germany.