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**Margie Meacham Releases**  
***Brain Matters: How to Help Anyone Learn Anything Using Neuroscience***

***New Book Offering Neuroscience-based Teaching Techniques***  
***Now Available on Amazon.com***

Phoenix, AZ — Writer Margie Meacham has released ***Brain Matters: How to Help Anyone Learn Anything Using Neuroscience***, a book explaining how to leverage the power of neuroscience to make education programs more compelling, memorable and effective. Making it easier to incorporate sound brain-based principles into day-to-day teaching techniques, the book is full of short, easy-to-understand lessons in neuroscience.

As neuroscientists unlock the codes to the brain's cognition processes, Meacham gathers their findings to give educators, teachers, corporate trainers and mentors new tools to help people learn. In a series of short essays, Margie Meacham leads the reader inside the human brain and links scientific discoveries to practical applications for anyone who wants to help people learn.

"I'm passionate about helping people learn and I've been using brain science in my consulting business for the past ten years. My clients have urged me to share my knowledge with a wider audience," said Meacham. "I decided it was time to ~~reach a wider audience and~~ let everyone know how neuroscience is changing the way we approach learning."

Arizona-based writer Margie Meacham, also known as "The Brain Lady," earned her Master's Degree in Learning Technologies from Capella University and is currently developing a new Master's program in Educational Technology for American Business and Technology University (ABTU). She uses brain science to help people learn more efficiently and effectively. Her course designs have been implemented at many Fortune 500 corporate companies and online universities. Meacham also writes a **neuroscience** blog for the **Association of Talent Development (ATD)** Science of Learning Community of Practice. She lives in rural Arizona with her husband and four precious terriers.

*Brain Matters: How to Help Anyone Learn Anything Using Neuroscience* is now available at [http://www.amazon.com/Brain-Matters-anyone-anything-neuroscience/dp/1508722137/ref=sr\\_1\\_2?s=books&ie=UTF8&qid=1426018602&sr=1-2&keywords=brain+matters](http://www.amazon.com/Brain-Matters-anyone-anything-neuroscience/dp/1508722137/ref=sr_1_2?s=books&ie=UTF8&qid=1426018602&sr=1-2&keywords=brain+matters)

For more information on *Brain Matters: How to Help Anyone Learn Anything Using Neuroscience*, please visit <http://learningtogo.info/brain-matters-book/> .

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