

**FOR IMMEDIATE RELEASE**

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## **HOW TO DO SPACE AGE WORK WITH A STONE AGE BRAIN**

***21<sup>st</sup>-century consultant applies new discoveries in brain function to personal productivity.***

**El Cerrito, CA** -- Eve Abbott, the Organizer Extraordinaire, announces the release of her new book, *How to Do Space Age Work with a Stone Age Brain*<sup>™</sup>. This entertaining, interactive guide is the first to include easy on-line assessments that help readers design their own personal organizing solutions based on how they learn and work at their personal best.

“Our brains haven’t had a major change in 50,000 years. Meanwhile the amount of information we process has increased by a factor of thousands in just the last 100 years,” says Ms. Abbott. Using the latest research findings on how human brains function, Ms. Abbott offers practical approaches to overcoming daily time-wasters like chaotic files and paper piles, computer-generated fatigue and incoming e-mails.

Bridget Beck, host of World Talk Radio’s “Get Wise—Get Organized,” calls it “One of the most unique organizing books I’ve read, especially the awesome brain-style quizzes. I think everyone should take these tests before reading any other organizing book. Now you can find out how your individual brain works and which solutions will work best for you!” An interview audio link is available at [www.organize.com](http://www.organize.com).

Unlike other personal productivity manuals, *How to Do Space Age Work with a Stone Age Brain*<sup>™</sup> works equally well for executives, managers and business owners because it illustrates hundreds of organizing solutions that are tailored to each individual’s own unique brain-styles.

Eve learned her first organizing lessons as a Navy brat, attending ten elementary schools. “If your mom handed you a milk crate and said ‘Put everything you love in here because we’re moving tomorrow,’ you’d be skilled at prioritizing anything quickly, too!” That’s why Eve can guarantee her readers that, “Brain-based systems take the stress out of getting and staying as organized as you want to be.”

Here’s what Jim Horan, best-selling author of “*The One Page Business Plan*<sup>™</sup>” says, “If you, your team or your company is not organized and fully functioning...you are wasting valuable time and money. *How to Do Space Age Work with a Stone Age Brain*<sup>™</sup> should be required reading for every employee and small business owner.”

Premier personal productivity expert Eve Abbott has been writing, speaking and consulting with executives, managers and business owners on boosting their effectiveness for over 15 years. She has appeared in the New York Times, Working Woman and Home Office Computing magazines. *How to Do Space Age Work with a Stone Age Brain*<sup>™</sup> is available from Amazon.com for \$30.99, or you can visit [www.organize.com](http://www.organize.com) for the book, a free time-saving tips article and additional organizing resources to improve your work and your life.

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