



The Mind Economy Memory, Cognition, and Psychological Transformation *By Oliver Hoffmann*

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Presents a revolutionary model of the mind as an economic system, positioning memory as a key resource and offering a multidisciplinary, practical approach to cognitive self-development and emotional well-being

The Mind Economy explores the human psyche as an economic system, positioning memory as its central currency. Combining psychological insight, cognitive science, and philosophical depth, it introduces economic cognitive therapy and practical methods for harnessing memory as a resource for self-awareness, transformation, and mental well-being.

Readership

This book is ideal for psychologists, therapists, and interdisciplinary thinkers, as well as intellectually curious readers seeking a deeper understanding of memory, cognition, and the economic dynamics of the inner world.

Key selling points

Introduces a groundbreaking framework that unites psychology, economics, and philosophy in understanding the human mind
Presents memory as a central resource in an “inner economy,” with real implications for self-development and therapy
Offers a new therapeutic model—economic cognitive therapy—alongside practical methods and tools
Combines academic depth with accessibility, making it suitable for both professionals and intellectually curious readers

About the Author(s) / Editor(s)

Oliver Hoffmann is a professor of innovation management and psychology, exploring the intersection of cognition, memory, and economic thinking in the human mind.

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