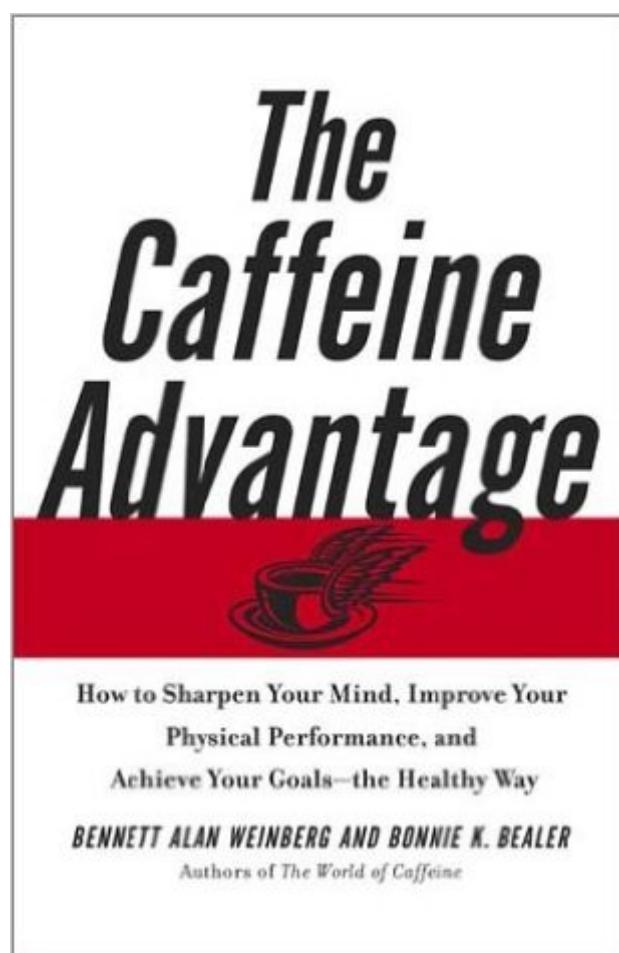


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The Caffeine Advantage: How To Sharpen Your Mind, Improve Your Physical Performance, And Achieve Your Goals--the Healthy Way



Synopsis

We all know that caffeine helps keep you awake and alert, but the things we don't know about caffeine could fill a book. Now Bennett Alan Weinberg and Bonnie K. Bealer, the award-winning authors of *The World of Caffeine*, the foremost reference book on the science and culture of caffeine, have done just that -- creating an authoritative self-help guide to caffeine's little-known practical secrets and benefits. Based on groundbreaking new research, *The Caffeine Advantage* offers step-by-step programs that show you how caffeine can improve your IQ, memory, mood, athletic ability, physical condition, and performance at work. In the process, Weinberg and Bealer debunk common myths and misconceptions -- that caffeine causes hypertension, anxiety, heart disease, even cancer -- and show the many positive and life-changing effects of strategic caffeine use. Everyone in today's competitive environment is looking for an edge, and caffeine can provide the little boost that gives you the advantage you need to succeed. The key is knowing what caffeine can do for you and how to use it effectively. Here are just some of its amazing advantages:

Improves your ability to think clearly and solve problems, and can actually raise your IQ Increases your short-term memory, helps you concentrate, and relieves boredom Is a powerful antioxidant, combating muscle damage and helping you to stay younger Improves your mood and overcomes depression, creating an "attitude of success" Helps you run, swim, and cycle longer and faster Increases the painkilling power of common analgesics and is itself a strong pain reliever Grows brain cells in the areas of the brain responsible for long-term memory Already widely acclaimed by many of the foremost academic researchers in the world, including Dr. Paul Kulkosky, whose foreword introduces the book, *The Caffeine Advantage* delivers a comprehensive program for working smarter, not harder, and for improving mood, athletic fitness, and mental performance.

Book Information

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Customer Reviews

Like a previous reviewer, I have read this book and the opposing one, Caffeine Blues. Both offer a multitude of scientific studies to support their respective viewpoints. I plan to reread them soon, and do a more detailed comparison. Like another previous reviewer, I especially found the chapter on using caffeine to combat depression fascinating. It gave me the courage (or bravado?) to substitute a small daily dose of caffeine for my Paxil, with encouraging results so far (two months). It's hard to remain objective about something like caffeine, as is obvious from the tone of some of the other reviews. I remember a friend who I highly respected, once sneering that coffee lovers would explain away studies linking coffee and heart disease by objecting that it was the cream in the coffee rather than the coffee itself causing the problem. Since that was before we had been told about the danger of the transfats used to make those fake "creamers", those coffee apologists were probably right. Moreover, it came to light soon after his sneering remark that some of those early studies had failed to correct for the fact that a disproportionate number of heavy coffee drinkers were also smokers... thus giving an even more compelling reason for the innocence of the coffee. I admit that I'm hoping caffeine proves to be beneficial rather than harmful. But I plan to be as fair as I can be. Let me also point out that the caffeine pills recommended by the author are inexpensive and the formula is not susceptible to copyright. You can buy generic versions in any drugstore, or just drink coffee. There is not a whole lot of benefit to any particular pharmaceutical company, so I don't find the claim that he is writing this for his corporate masters very compelling. The author of Caffeine Blues touts a lot of products in his book as well, so the "follow the money" argument doesn't seem to tip the balance in favor of either position.

I've spent enough time in 68 years in and out of hospitals to know that what one can rely on and what works for them is best learned from experience rather than another person's words of advice. Weinberg speaks from his experiential base, with wisdom, and I've also experienced first hand the benefits of caffeine. I don't drink coffee, but I do use caffeine pills and have, as the authors advise, moderate my use of them by accessing my wisdom base for appropriate amounts and when to take them. I drive for a living and could not do this job without them. They've been keeping me alive for 13 years of driving, in all kinds of weather and at all hours of any 24 hour period. I don't care whom he works for or whatever, I've found his words to be honest. With the pill, you can take it 15 minutes

before a job or workout and it will "kick in" when you need it. It never fails to make me alert and elevate my mood. I can also know that the effects will wear off after 2 1/2 hours and I can sleep if I need to when I get home. Coffee is not so predictable, for me.

The topic of caffeine generates so much heat but little light. Critics of caffeine complain about an alleged lack of evidence, but never state what evidence they would count as sufficient support for the caffeine advantage. If they think the authors don't provide enough evidence, then it's incumbent on them to state what evidence would do so. It stunned me that the authors adduced as much evidence as they did including military research. BTW, who'd ever think someone would put up megabucks to study the effects of coffee or caffeine anyway? It would be like putting up hard earned money to study the effects of air or water on everyday health? Only Big Pharma at the dictates of Big Gov't puts up big bucks to back up their drugs with research. And that's another thing - if the authors are secretly backed by Starbucks or whatever, how come they only recommend about 100 mg of caffeine to enhance one's mood? Why not recommend several big gulps? But even if the authors were backed by caffeine based food producers, that would only mean their findings were suspect and worthy of closer examination, not false, and a few abusive cheap shots at his scholarship does nothing to refute their claims.

Thanks to this book I no longer feel guilty! Before reading it, I always noticed nothing but positive effects from caffeine. At the same time, there were all the talking heads babbling about how bad caffeine is. Now I know that in moderation, caffeine can help, "Sharpen Your Mind, Improve Your Physical Performance and Achieve Your Goals--the Healthy Way", just as the author states. One of the best books I've purchased from without question. Five stars for this one!

A little difficult to read. A very interesting read. Only book in its class that I know of. It gives the pros and cons and effects of caffeine.

For the "weekend-warrior" who plays sport, or the more serious minded athlete, this book will give you a definite "boost" to your training - legally AND without side-effects! Forget about the negative press caffeine has received... get the FACTS, not the fiction from this manual. A "must-read" tome for ANY sportsman.

Bennett Alan Weinberg is indeed a writer. An advertising copy writer. He heads his own advertising

and public relations firm whose clients include several of the world's leading pharmaceutical companies. His website at [...] makes this very clear. How convenient that he has also managed to write not one, but two books on the almost miraculous benefits of a chemical that just happens to be produced by some of his largest clients. Read "Caffeine Blues" instead. It has no vested interest in validating your addiction.

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