

**Publisher: Budrich academic**

**Book announcement translated into english**

## **Coaching, teaching and learning with music**

Practical guide for schools and universities, adult education and lifelong learning



### **Book description**

Use the power of music, help people to learn with more commitment and success and let intellect and emotion vibrate together! Examples from the fields of business, adult education and schools show how people can absorb and retain knowledge and messages amazingly better when they are transformed into sound. In this volume the experienced trainer Hans-Jürgen Boßmeyer reports how much joy and learning success the listeners can have with this kind of knowledge transfer. The book informs about how the power of music can be used to coach people more successfully and to make them learn with more commitment and success. The volume offers a variety of practical examples and applications from the fields of school and university, vocational training, adult education and integration work. Teaching, learning and coaching with music is a proven method of using music as a motivator. It opens our senses, appeals to our emotions and enables us to establish a new relationship to the lyrics, which we underline with sounds.

What this requires is no secret: it is a matter of making intellect and emotion sound together. With music, people are more awake, more prepared and more successful in acquiring new knowledge and retaining it. This is clearly distinct from so-called Superlearning, where music is only played for relaxation.

The spectrum of content is broad: from supposedly dry mathematics and supposedly unwieldy management topics such as innovation, creativity or mobility, to learning German with music, and financial risk management: American venture capital lecturer Tim Draper, for example, opens each of his teaching units with his Risk Master Song.

The book covers a wide range of topics from the well-known art of putting messages into sound to the present. After a historical overview, it discusses how the brain learns, why texts set to music stick better, examines whether there are any limitations in the choice of topics or musical styles, describes how the method works in seminars or lectures and how it is suitable for lifelong learning.

The book describes how Hans-Jürgen Bossmeyer successfully uses even abstract topics such as innovation, mobility or resilience as songs. A summary and outlook with detailed references complete the book.

**The authors:**

Dr. Hans-Jürgen Boßmeyer, lecturer in academies and on cruise ships

Gernot Brauer, Journalist

Prof. Dr. Clive F. W. Flynn , Head of the International Business course, Faculty of Economics, Baden-Württemberg Cooperative State University Villingen-Schwenningen

**Target group:**

Teachers and practitioners of educational science, adult education and continuing vocational training