



DERREN BROWN

TRICKS OF THE MIND



Published by Channel 4 Books on 9th November 2006, £18.99

'Clearly the best dinner-party guest in history - he's either a balls-out con artist or the scariest man in Britain'

Charlie Brooker, *The Guardian*

'Love him or hate him Derren Brown is the king of illusionists and the prince of psychological persuaders'

Mail on Sunday

'I just want to burn him at the stake and watch his witch's heart bubble'

Stephen Fry

Best known for his TV show **Tricks of the Mind** and one-off 'specials' including his infamous **Russian Roulette** stunt, the much talked about **Seance** and most recently **The Heist**, in which he persuaded law-abiding citizens to participate in what they believed to be a genuine armed robbery, Brown now unveils, for the first time, the secrets which lie behind the magician's craft. By lifting the lid on the deepest darkest secrets of magic, Brown explores the limits of what can be achieved by the human mind...

'Magic isn't about fakes and switches and dropping coins into your lap. It's about entering into a relationship with a person whereby you can lead him, economically and deftly, to experience an event as magical.' **Derren Brown**

Told with humour and honesty, **TRICKS OF THE MIND** reveals:-

- the techniques of several mystifying magic tricks
- Brown's personal views on religion and atheism.
- the mix of honesty and trickery that magic demands
- what goes into his ground-breaking television work
- the truth behind practices such as the Ouija Board
- the paranormal industry, exposes a few charlatans and looks at why some of us feel the need to believe in it in the first place...
- memory techniques, hypnosis and Neurolinguistic Programming
- how to read clues and spot lies in people's behaviour

With autobiographical stories from Brown's own experiences, **TRICKS OF THE MIND** is a mind-expanding book and an insight into the 'devil-bearded mind-fiddler' (Zoo) himself.

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