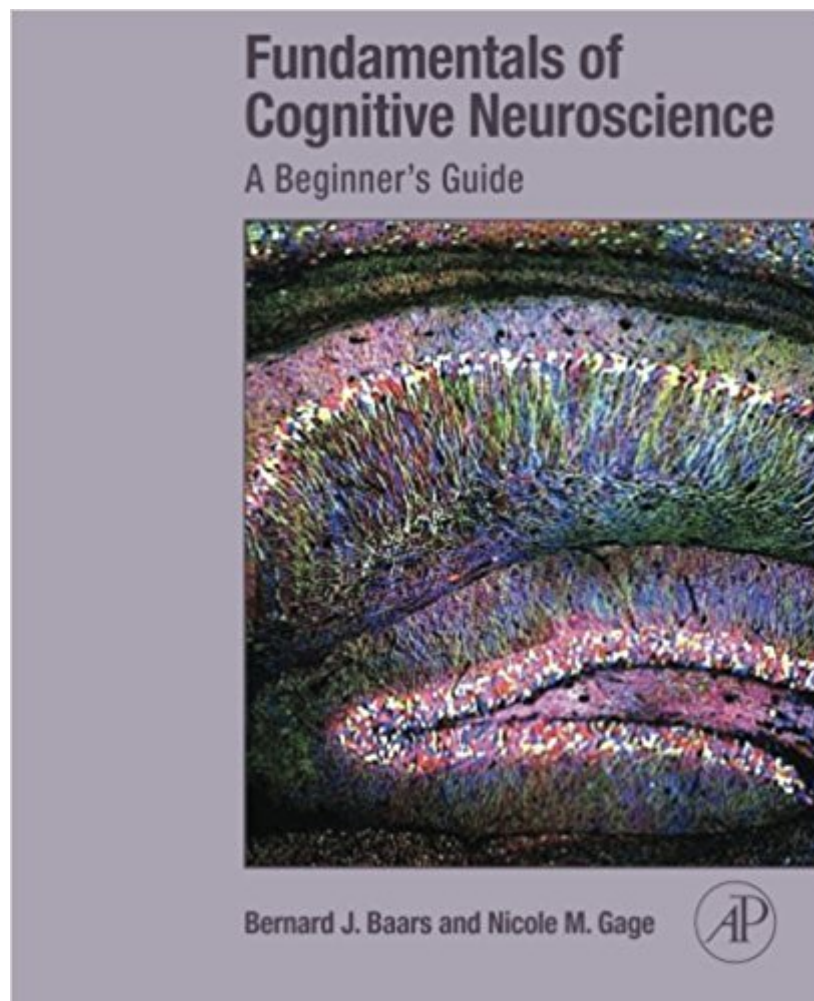




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Fundamentals Of Cognitive Neuroscience: A Beginner's Guide



Synopsis

Fundamentals of Cognitive Neuroscience is a comprehensive and easy-to-follow guide to cognitive neuroscience. Winner of a 2013 Most Promising New Textbook Award from the Text and Academic Authors Association, this book was written by two leading experts in the field to be highly accessible to undergraduates with limited neuroscience training. It covers all aspects of the field—the neural framework, sight, sound, consciousness, learning/memory, problem solving, speech, executive control, emotions, socialization and development—in a student-friendly format with extensive pedagogy and ancillaries to aid both the student and professor. This introductory text takes a unique thematic approach, guiding students along a clear path to understand the latest findings whether or not they have a background in neuroscience. It includes case studies and everyday examples designed to help students understand the more challenging aspects of the material. It is richly illustrated with carefully selected color graphics to enhance understanding. Enhanced pedagogy highlights key concepts for the student and aids in teaching. Chapter outlines, study questions, glossary, and image collection are also available on the student's companion website. Ancillary support saves instructors time and facilitates learning; test questions, image collection, and lecture slides are available on the instructor's manual website. This book will be of interest to undergraduate students in Neuroscience, Psychology, and related disciplines that teach cognitive neuroscience. Provides a complete introduction to mind-brain science, written to be highly accessible to undergraduates with limited neuroscience training. Richly illustrated with carefully selected color graphics to enhance understanding. Enhanced pedagogy highlights key concepts for the student and aids in teaching - chapter outlines, study questions, glossary, and image collection are also available on student's companion website. Ancillary support saves instructors time and facilitates learning - test questions, image collection, and lecture slides available on instructor's manual website.

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Customer Reviews

"This introductory textbook on cognitive neuroscience is a welcome addition to the field...The book won the 2013 Most Promising New Textbook Award in the life sciences from the Text and Academic Authors Association, an award that recognizes excellence in first-year edition textbooks and learning materials." --The Quarterly Review of Biology, June 2014 "This introductory text offers a comprehensive and easy-to-follow guide to cognitive neuroscience. Chapters cover all aspects of the field in a student-friendly format with extensive pedagogy and ancillaries to aid both the student and professor. Throughout the text, case studies and everyday examples are used to help students understand the more challenging aspects of the material. Written by two leading experts in the field, the text takes a unique thematic approach, guiding students along a clear path to understand the latest findings whether or not they have a background in neuroscience."

--Doody.com, April 24, 2013 "Fundamentals of Cognitive Neuroscience: A Beginner's Guide should be widely used as the required text in focused cognitive neuroscience courses taught at the undergraduate level. Additionally, the information it contains will likely be of use to those professors teaching a variety of psychology and biology elective courses and should be consulted for applicable reading material due to its clarity and style." --MedicalScienceBooks.com (2012) "This introductory text offers a comprehensive and easy-to-follow guide to cognitive neuroscience. Chapters cover all aspects of the field - the neural framework, sight, sound, consciousness, learning/memory, problem solving, speech, executive control, emotions, socialization and development - in a student-friendly format with extensive pedagogy and ancillaries to aid both the student and professor. Throughout the text, case studies and everyday examples are used to help students understand the more challenging aspects of the material. Written by two leading experts in the field, the text takes a unique thematic approach, guiding students along a clear path to understand the latest findings whether or not they have a background in neuroscience."

--MedicalScienceBooks.com "There was a lot of ambiguity in the previous texts that I used for my undergraduate cognitive neuroscience course. There was so much waffling between positions and opinions in the other books that it was hard for beginning students to get a handle on

basic concepts. Overall the student feedback was quite poor. I think the new Baars/Gage Fundamentals of Cognitive Neuroscience book is much more straight forward and to the point with the concepts." -- Michael S. Cannizzaro, Ph.D., CCC-SLP, University of Vermont

Psychological and brain scientists can now observe the living brain when people perceive, act, learn, feel, speak, and socialize. A great deal of reliable evidence has crystallized in recent decades. The result is cognitive neuroscience. Practical applications are emerging in medicine, psychology, education, and even the arts. This book is a beginner's guide based on Bernard J. Baars and Nicole M. Gage's upper-division textbook *Cognition, Brain, and Consciousness: Introduction to Cognitive Neuroscience*. Written by two leading experts in the field, this text takes a distinctive, commonsense approach to help newcomers learn the basics of cognitive neuroscience as easily as possible.

I have been a bench scientist in immunology and genetics at one time. I am now interested in psychology. There have been quite a number of publications on various aspects of psychology and brain activities in the last few years. However, it is difficult for someone outside the field to read the original publications. This is an excellent book by a leader investigator to introduce the field. It takes me about a week to read it. Afterwards, I am quite confident that I will be able to read the original publications more confidently.

Interesting and informative, and fairly easy to read for a non-cognitive psychologist.

Repetitive and thorough.

A magnificent introduction to neuroscience, plentiful of luxurious illustrations. All the most important aspects, themes, and investigations involving the human brain are touched in a plain and crystalline prose. The book is, therefore, highly recommendable for didactic purposes. A minor comment is due with regard to the corpus callosum. Authors venially omit to say that this thick bundle of neural fibres is not only composed of homotopic connections $\tilde{f}^{\tilde{A}}_{\tilde{A}} \hat{=} \tilde{A} \hat{=} \tilde{A}$ linking topographically identical areas of the two hemispheres $\tilde{f}^{\tilde{A}}_{\tilde{A}} \hat{=} \tilde{A} \hat{=} \tilde{A}$ but also of heterotopic connections $\tilde{f}^{\tilde{A}}_{\tilde{A}'} \hat{=} \tilde{A} \hat{=} \tilde{A}'$ linking topographically different, though functionally similar, areas of the brain. Even if the heterotopic fibres of the corpus callosum are less abundant than the homotopic ones, it would have been worth mentioning them, as they intriguingly excite theoretical questions.

I needed a book to help me in understanding cognitive function, I found this one which is really great book.

After try read Kandel, Gazzaniga, and other famous authours/editors about cognitive or general neuroscience, I got lost with several terms and the level of details that is unencouraging to anyone that wish understand how brain works and what intelligence is. In some neuroscience "bibles", I had to read 10 pages to take advantage of 2 or 3 pages! This said, I really liked the neuroscience explanation present on this book, because they go directly to the point explaining all fields related to cognitive science like attention, sensory-motor functions, etc, using a clear language and in a didatic way. In my opinion, if you doesn't have a neuroscience background but wish have, this is the best book to start understand the discipline, terms, neuro-imaging techniques, etc, before read any scientific article or book. Other book that I recommend is "On Intelligence" (of Jeff Hawkins) which also is the "must read" book for those that wish starting to think about the brain and intelligence.

There is not enough information about the differences between this book and the 2010 hardcover edition that has more pages and a different name. Less chapters? Synthesized informations ? Updated informations ? Improved chapter organisation ? If someone can tell the difference, please do

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