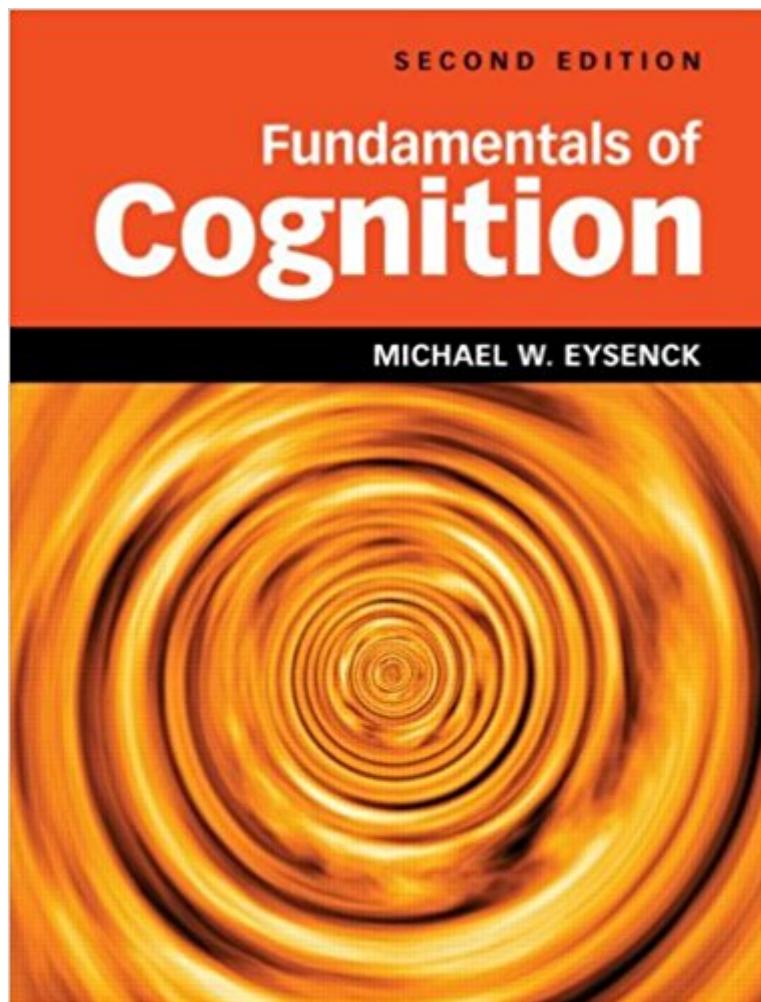


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Fundamentals Of Cognition 2nd Edition



Synopsis

Is it possible to learn something without being aware of it? How does emotion influence the way we think? How can we improve our memory? Fundamentals of Cognition 2nd edition is a basic, reader-friendly introduction to the key cognitive processes we use to interact successfully with the world around us. Our abilities in attention, perception, learning, memory, language, problem solving, thinking, and reasoning are all vitally important in enabling us to cope with everyday life. Understanding these processes through the study of cognitive psychology is essential for understanding human behavior. This new edition has been extensively updated and revised, with an emphasis on making it even more accessible for introductory students. Several new textbook features, including “In the Real World” case studies, and research activities, make it easy for students to engage fully with the material. The book includes comprehensive coverage of all the key topics in cognition, and provides a perfect balance between traditional approaches to cognition and cutting-edge cognitive neuroscience and cognitive neuropsychology. It is the most up-to-date textbook in cognitive psychology, and now includes a substantial amount of research from the last 5 years. The book has been written very much with introductory-level students in mind, and can be read with ease by those with no previous knowledge of cognitive psychology. However, it also includes directions for more detailed and advanced study. This excellent overview will be essential reading for all students of cognitive psychology and related areas such as clinical psychology. Instructors who adopt the book will be able to access a wealth of online teaching resources.

Book Information

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"The author ... offers a balance between traditional approaches to cognition and cutting-edge cognitive neuroscience and cognitive neuropsychology." - Times Higher Education Textbook Guide November 2012 "I enjoyed reading this excellent introduction to cognition. I was intrigued by the sheer amount of recent work included, and the way in which it is used to throw fresh light on the standard topics of cognitive psychology. It is particularly good at providing links between behavioural laboratory research, neuroscience and everyday cognition. I strongly recommend it." - Alan Baddeley, Professor of Psychology, University of York, UK "This book is ideal for those looking for a readable introduction to the key ideas that have driven the development of cognitive psychology. Every chapter includes classic papers and brand new research findings. The book's structure, with overviews, demonstrations for the reader to try on themselves, real world applications, and section summaries, makes it a model text." - Jon May, Professor of Psychology, University of Plymouth, UK "The author strikes a perfect balance between classic psychology experiments and more recent findings and theoretical developments in cognitive psychology, including core concepts in cognitive neuroscience." - Matt Field, Reader in Psychology, University of Liverpool, UK "Eysenck covers all of the standard material for an undergraduate level course in cognitive psychology, authoritatively and engagingly." - Bruce Bridgeman, Professor of Psychology and Psychobiology, University of California, USA "This book has a comprehensive coverage of the up-to-date findings on the neural bases of memory and cognition. Memory and cognitive deficits caused by brain damages or diseases are extensively covered in the book, making it especially suitable for neural and clinical students." - Jerwen Jou, Professor of Psychology, University of Texas-Pan American, USA "This new edition builds on a solid framework and contains contemporary conceptual and methodological issues within an historical context. The concepts and methods reflect current thinking and practice in the field of cognition." - Mitchell Longstaff, Associate Lecturer, Southern Cross University, Australia

Michael W. Eysenck is one of the best-known psychologists in Europe. He is Professor of Psychology at Royal Holloway University of London, one of the leading psychology departments in the United Kingdom. Altogether he has written more than 35 books and over 150 articles and book chapters.

Arrived on time and was described perfectly. Thanks.

Just as described!

Met all expectations.

This book is exceptionally digestible. The author manages to convey solid concepts in a way that reads effortlessly. I like that!

Good

I like this text. It may be a little dry but it covers all the bases while including recent research something which many of the current multiply revised texts fail to do.

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