



Fundamentals of Cognitive Neuroscience: A Beginner's Guide

Bernard Baars, Nicole M. Gage

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Fundamentals of Cognitive Neuroscience, winner of a 2013 Most Promising New Textbook Award from the Text and Academic Authors Association, offers a comprehensive and easy-to-follow guide to cognitive neuroscience. Chapters in this introductory text 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.

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- Richly illustrated with carefully selected color graphics to enhance understanding
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