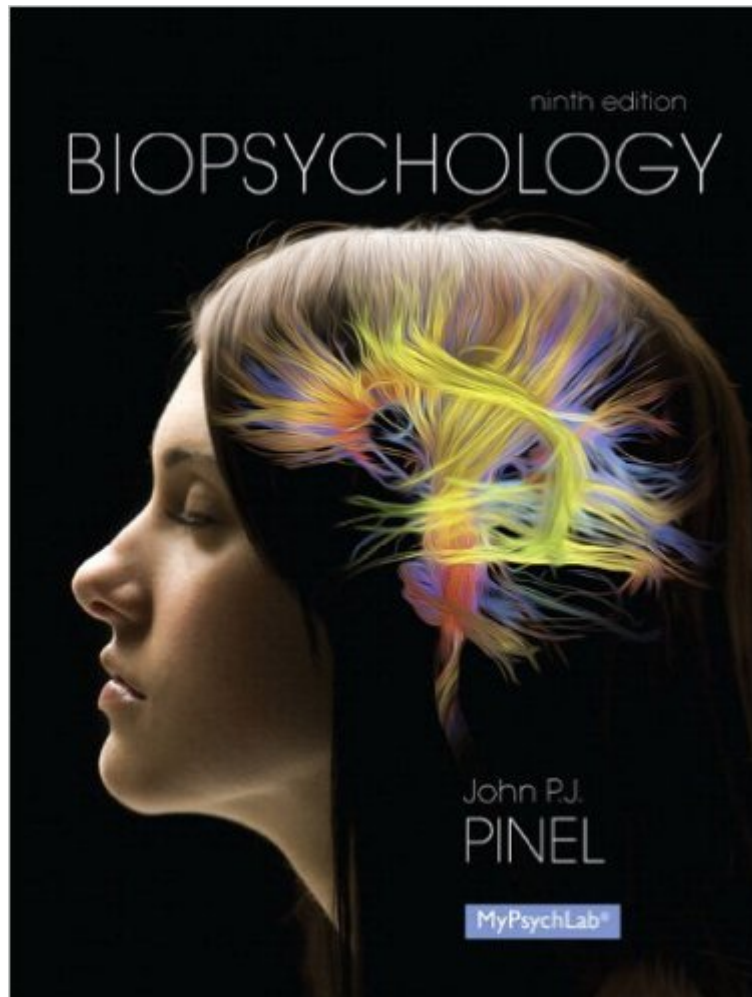


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# Biopsychology Plus NEW MyPsychLab With EText -- Access Card Package (9th Edition)



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-- Delves into how the central nervous system governs behavior

Biopsychology, 9/e, introduces the study of the biology of behavior; that is, the neural mechanisms of psychological processes in the central nervous system. This program combines biopsychological science and student-oriented discussion, interweaving the basics of this specialized field with clinical case studies and exploring the personal and social implications that arise. The author encourages interactive learning and creative thinking. His clear and engaging presentation makes the material personally and socially relevant to readers.

MyPsychLab is an integral part of the Pinel program. Engaging activities and assessments provide a learning and teaching system that transforms students into scientific thinkers. With MyPsychLab, students can watch videos on psychological research and applications, participate in virtual classic experiments, and develop critical thinking skills through writing.

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## Customer Reviews

matches up fine with the 9th edition (the one that we were asked to buy for class)

We're using this as a textbook in one of my PhD classes, and this is one of the few textbooks that I have that is written in surprisingly easy language, making everything easily understood. I can say that there are a few concepts that you might need extra help with if you don't have a basic understanding of human biology, genetics, and evolution--though even those topics are relatively well-explained for people who don't have as much experience in those subjects (I would assume). All in all, I would recommend!

The first two words that come to mind are "fascinating" and "challenging," in that order. You'll feel like a cognitive neuroscientist by the time you're done. I don't think my amygdala and prefrontal cortex will ever be the same, not to mention my hippocampus. Sometimes I think I'm having a "split-brain" (chapter 16) experience, and my corpus callosum (the largest cerebral commissure) hasn't even been severed! Get ready to be "wowed" by a part of the brain thought to 'generate the neural representation of thought' (p. 430), and brush up on your biochemistry. I virtually knew little or nothing about these and other subjects of the book, but was drawn in by the stunning study of the brain. Bottom line, the whole experience of reading and studying this book is worth every neuron spent on doing so. It's a wild ride!

I loved John P.J. Pinel's Biopsychology textbook. I'm a college student and I find most textbooks boring and difficult to read. I just loved this textbook! The scientific explanations were clearly, understandable. This book really drew me in on how the human brain works. The illustrations were awesome! The narratives on behavior were great and lots of fun to read. This book was not wordy either, a problem that I have had with many of the textbooks I've read in the past. I looked forward to reading this book. I wish more textbooks were like these!

This book has been a true blessing in helping me with the course. It outlines various systems and actions to a T and always explains in detail how or why something gets done in your brain. Very helpful if you need it for class. I highly recommend getting this book if you need it!

I first thought this book was going to be super helpful in understanding everything about Biopsychology. and it turns out, it's not as easy to understand as I thought. I think this is the "book's fault" in part, due to the fact that each sentence is very dense. I just don't think it has to be that way. Even if it's a college textbook, I think there needs to be more elaboration on sentences and ideas. Other than that, I like the fact that it has regular size "text".

I used this textbook for my Brain and Behavior / Neurobiology class instead of the 8th edition without any issues. The material was practically the same as the new edition- just a couple of test questions that I could not answer in MyPsych Lab. Recommend purchasing this edition for students looking to save a buck! The writing style is engaging and I particularly enjoyed the author's personal anecdotes. The chapters are written in a straight forward format with clear and concise explanations- except for the chapter on visual systems. The visual systems chapter was overwhelming, wordy, and difficult to understand. Grade in class: 95 = A

The text is informative, serves the purpose of the course. However, a most distasteful experience was that after spending \$70 on the MyPsychLab code, I am not able to access the virtual text help on the Pearson site. This is because Pearson requires some elusive "course ID" which my instructor knows nothing about; and Pearson's solution to this was to send me images of the books they have that can be accessed without a course ID. I am completely befuddled as to why, after purchasing a code for so much money, I cannot just access their site, enter the code and access the information needed. So the MyPsychLab card sits on my desk as a reminder to, as much as it is in my power, avoid ALL things Pearson. This is nothing short of criminal. Not 's fault, but people who buy their books here need to know.

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