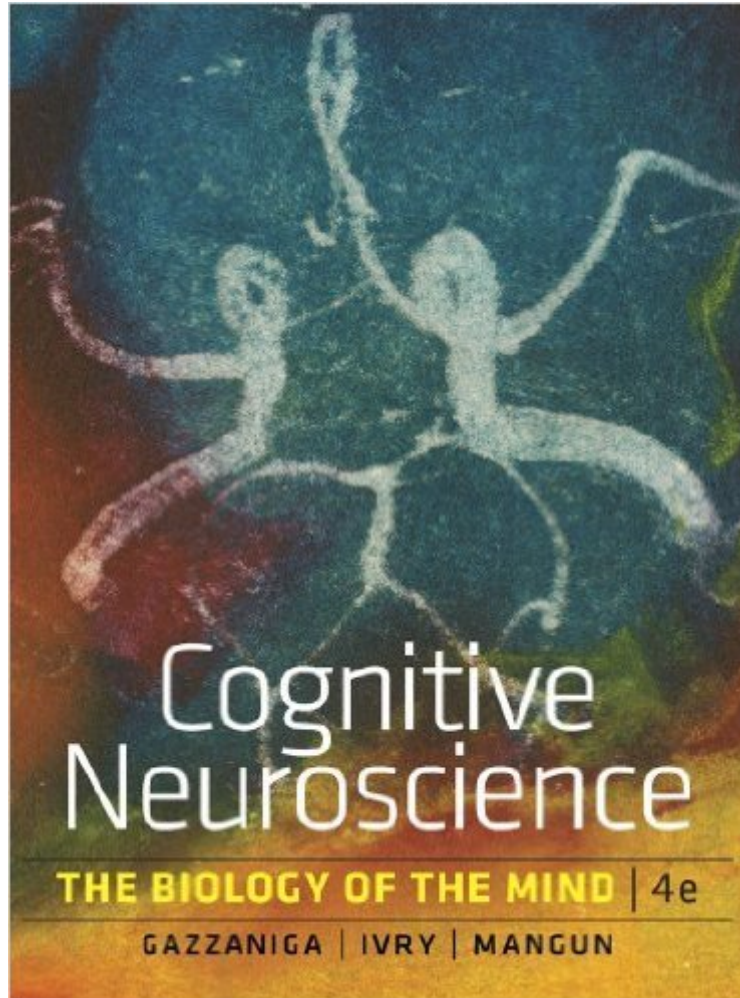


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Cognitive Neuroscience: The Biology Of The Mind (Fourth Edition)



Synopsis

The most authoritative cognitive neuroscience text is also the most accessible. The first textbook for the course, and still the market leader, Cognitive Neuroscience has been thoroughly refreshed, rethought, and reorganized to enhance students'™ and instructors'™ experience. A stunning, all new art program conveys data and concepts clearly, and new chapter-opening Anatomical Orientation figures help students get their bearings. The table of contents and the chapters themselves have been reorganized to improve the logical flow of the narrative, and the world renowned author team has kept the book fully up to date on the latest research in this fast moving field.

Book Information

File Size: 52123 KB

Print Length: 752 pages

Publisher: W. W. Norton & Company; 4 edition (October 1, 2013)

Publication Date: October 1, 2013

Language: English

ASIN: B00SLB5M8A

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #62,084 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #37 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Counseling & Psychology > Neuropsychology #52 in Kindle Store > Kindle eBooks > Medical eBooks > Internal Medicine > Neurology #74 in Kindle Store > Kindle eBooks > Nonfiction > Science > Behavioral Sciences > Cognitive Psychology

Customer Reviews

The authors make it clear in the preface that this text is intended for a one-semester undergraduate course on the subject of cognitive neuroscience. The difference in writing style and language between this text and Fundamental Neuroscience is immediately evident, with this text adopting a simpler, less elevated style. It is by no means a "dumbed down" book given the subject matter, but the difference in style is noteworthy. In the earlier sections of the text, the authors adopted a style of

familiarity with the reader that I thought was unsuitable, but fortunately, as the text progressed, these intrusions of authorial attempts at humor became mercifully less frequent. Still, the book could have used a more strict editorial hand. Too many sentences contained structures such as "Foo at Bar University (2001) showed that ..." This particular structure was used so frequently and so unnecessarily that it became tedious. Fundamental Neuroscience was guilty of the overuse of TLAs -- three-letter acronyms. Worse yet, the TLA would be introduced and defined *once* and then used throughout the remainder of the book. Cognitive Neuroscience also makes extensive use of TLAs, but at least here the TLAs would be expanded with its first use in each chapter, making it unnecessary for me to go digging back through the text to find the first instance of the TLA as I had to do with Fundamental Neuroscience. In general, the readability of this text is praiseworthy. It devotes approximately 650 pages to the material covered in 200 pages of Fundamental Neuroscience. This allowed for a more thorough discussion of the various activities that make up cognition, as well as cover a greater number of components of cognition (Fundamental Neuroscience touched on only a few).

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