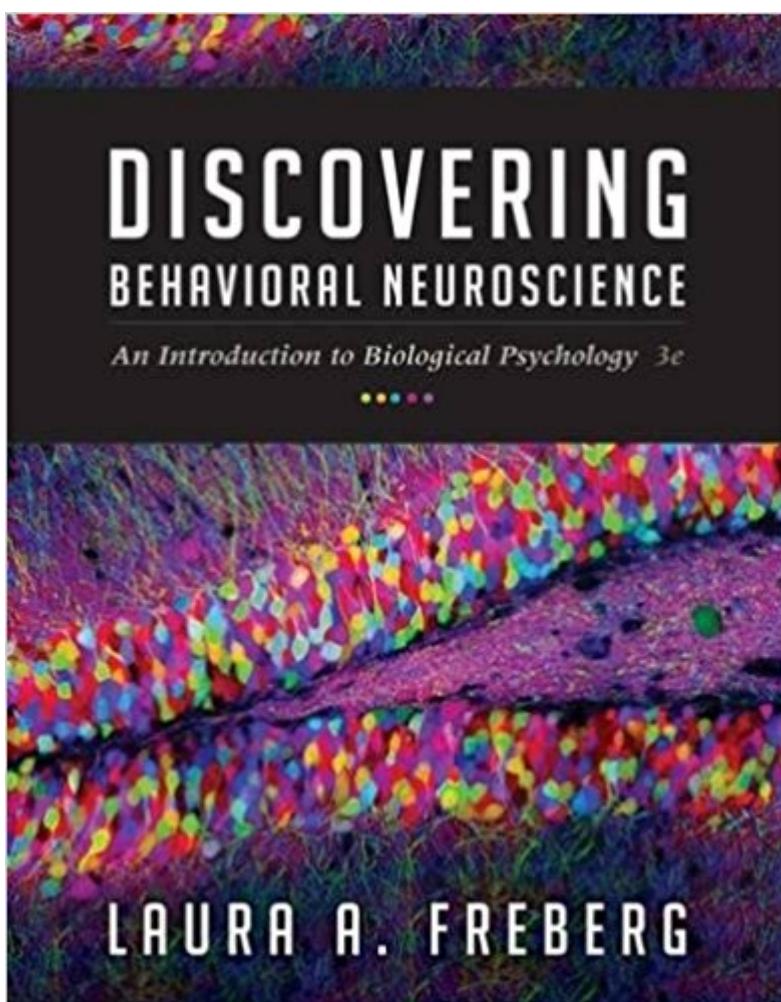


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Discovering Behavioral Neuroscience: An Introduction To Biological Psychology



Synopsis

DISCOVERING BEHAVIORAL NEUROSCIENCE: AN INTRODUCTION TO BIOLOGICAL PSYCHOLOGY, 3rd Edition is written to appeal to a broad range of readers interested in a college-level introduction to biological or physiological psychology. Whether readers have a strong science background or are novices who feel intimidated at the prospect of the subject matter, this book's clear writing, high-interest examples, learning aids, and numerous illustrations will keep them interested and engaged. The book includes classic concepts, current topics, and cutting-edge research to provide readers with a foundational understanding of the structure and function of the nervous system and its relationship to both typical and disordered human behavior.

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Customer Reviews

"The greatest strengths of this text are its masterful conversational style and clarity of expression at the level of the sentence. This makes for a good read." "The use of modern examples and interesting anecdotes [are strengths]. For instance, the chapter opening discussing blowfish poison [Ch 3] was a good ice-breaker. The example about NeuroAIDS made the material timely/relevant."

Laura A. Freberg (Ph.D., UCLA) is Professor of Psychology at California Polytechnic State University, San Luis Obispo, where she teaches courses in Introductory Psychology, Biological Psychology, and Sensation and Perception. Dr. Freberg's teaching career began when she taught her first college course at Pasadena City College at the age of 23. To better understand the needs

of the online education community, she also teaches a variety of psychology courses for Argosy University Online. Laura has received Faculty Member of the Year recognition from Cal Poly Disabilities Resource Center three times (1991, 1994, and 2009) for her work with students with disabilities. She enjoys using technology and social media in the classroom, and is a Google Glass Explorer. She serves as the President-elect of the Western Psychological Association (WPA), Content Expert Writer for Psychology for Answers.com, and as the Bylaws and Archives Committee Chair for the Society for Social Neuroscience. With John Cacioppo of the University of Chicago, she is the co-author of two editions of *DISCOVERING PSYCHOLOGY: THE SCIENCE OF MIND* (Cengage Learning). She is also author of four editions of *DISCOVERING BEHAVIORAL NEUROSCIENCE: AN INTRODUCTION TO BIOLOGICAL PSYCHOLOGY* (Cengage Learning) and *RESEARCH METHODS* (TopHat Monocle).

This textbook is extremely well designed and well written. There are tons of excellent illustrations and study helps like vocabulary definitions when the term appears in the text, learning objectives, chapter outlines, interim summaries, lists of summary points, review questions, thought questions, and lists of key terms. In addition it addresses scientific and ethical issues that are contemporary and of interest to most people who would take a course about the brain. I'm a technical writer, reading specialist, and a college professor that teaches how to read a textbook. The only issue I have is that it's the text for a course at the community college level primarily, and I doubt that the students will understand everything. I have a masters degree in Reading and Language, post masters courses in adult learners, and have taught a course about the brain, and I find the reading tough going.

A great book. I it for a class that I was taking. Easy to navigate. Included summary content. It covers a lot of material. I would recommend this book even though for my purposes it was a required textbook.

Great

Book is in great condition and had helped me with my studies of neuroscience.

Arrived fast and in perfect condition. Good read, well written

ok

Very enlightening read.

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