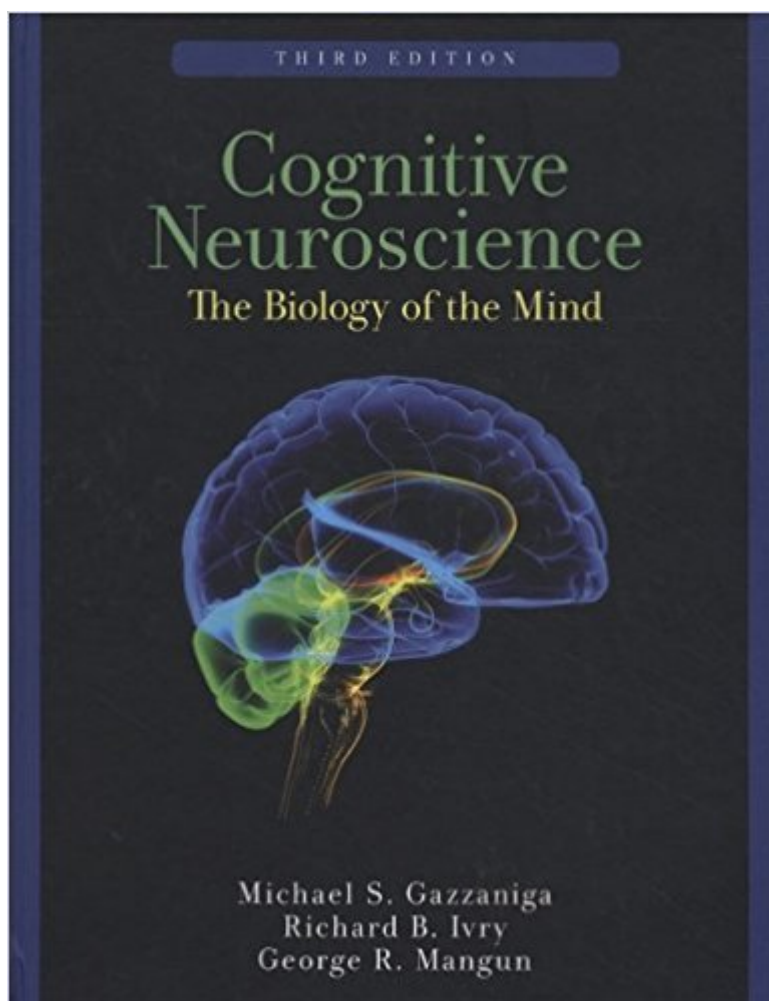


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# Cognitive Neuroscience: The Biology Of The Mind (Third Edition)



## Synopsis

Three leading figures in the field of cognitive neuroscience provide an engaging, narrative driven overview of this path-breaking field. Taking a highly interdisciplinary approach, the authors balance cognitive theory, with neuroscientific and neuropsychological evidence to reveal what we currently know about how the human mind works and to encourage students to think like cognitive neuroscientists. The text has been reorganized to move more seamlessly from micro to macro level topics, and its underlying pedagogy strengthened in order to make it an even more effective teaching tool. Maintaining its commitment to highlight the most cutting-edge trends in the field, the third edition includes the first ever standalone chapter of its kind on social neuroscience.

## Book Information

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## Customer Reviews

Michael S. Gazzaniga is Distinguished Professor and Director of the Sage Center for the Study of the Mind at the University of California, Santa Barbara. In his career, he has introduced thousands of students to psychology and cognitive neuroscience. Richard B. Ivry is Professor of Psychology and Neuroscience at the University of California, Berkeley. He received his Ph.D. from the University of Oregon. His research focuses on the relationship of cognition and action, using the many methods of cognitive neuroscience. Dr. Ivry is a senior editor for the Journal of Cognitive Neuroscience and serves on the editorial boards of a number of other journals. Among his many honors, Dr. Ivry received the Troland Research Award from the National Academy of Sciences in 1997, and was elected a fellow of the Society of Experimental Psychologists in 2003 and the

Association for Psychological Science in 2006. George R. Mangun is Professor of Psychology and Neurology in the Center for Mind and Brain at the University of California, Davis. He received his Ph.D. from the University of California, San Diego. He was the founding director of the Center for Mind and Brain, and also of the Center for Cognitive Neuroscience at Duke University. In 1992, with Michael S. Gazzaniga and others, he founded the Cognitive Neuroscience Society. Dr. Mangun serves as an associate editor for the Journal of Cognitive Neuroscience, and is Editor-in-Chief of the series The Neuroscience of Attention, published by Oxford University Press. He uses cognitive neuroscience tools in the study of brain attention mechanisms. He is a fellow of the Association for Psychological Science, and the American Association for the Advancement of Science.

I'm still reading through this textbook, but so far I am very pleased with the material that is presented inside of it. I did not buy this textbook for any particular course, but I bought it more so as an introduction for me into cognitive neuroscience. From my perspective, Gazzaniga explains the details surrounding each mentioned subject in a clear and concise way. If he thinks that you may have difficulty understanding a concept, then he typically provides a useful analogy. There are times when some parts of a section are a bit comical, from my perspective, and it makes it even more entertaining to read (considering it's a cognitive neuroscience textbook). I have not read through another cognitive neuroscience textbook, but I think this one is great so far! I realize it's relatively old (2009) and may not present the newer concepts in cognitive neuroscience, but it is great considering the newer textbooks are around \$100+ and I got this textbook used in basically "new" condition for \$15. (impossibly great for the money) Bottom line: I would recommend it to anybody who needs an introduction to cognitive neuroscience who does not want to pay the cost of the newer textbooks, but still gets a great foundation.

I would recommend this textbook to anyone who is interested in learning cognitive neuroscience. This textbook was recommended to me by a professor. Since this course is not taught at my university, I decided to cover it on my own. And, by far, this is the best textbook I've had on the subject. Reasons: 1) Gazzaniga along with his colleagues is very well-known in cognitive psychology, and is actively pursuing further research in the field, so I was happy to see that the research is up-to-date featuring the frontiers of cognitive neuroscience. 2) The explanations are very clear and narrative-style. That means that the author includes the stories of origin of different ideas within neuroscience, competition between different researchers in a psychological debate, descriptions of where the researchers come from (the feature that I really liked and that no other

textbook has), extended examples on the subjects. This is the first textbook I read like a novel.<sup>3</sup>) Enormous amount of illustrations, which are also very clear. They include all aspects that are needed to support the text.<sup>4</sup>) The textbook covers most of the material that can be covered by some textbooks on biopsychology when it comes to cognitive functions. However, it advances well beyond this level. There are separate chapters on attentions, on hemisphericity, etc. However, since the book contains almost everything you need to know, you don't even have to take biopsych in advance. In fact, it describes synapses in more detail than in both of my biopsych textbooks.<sup>5</sup>) The book provides a perfect amount of both cognitive neuroscience and cognitive psychology. The authors assume that you have already taken cognitive psychology course. However, due to the nature of the topic, it is pretty much impossible to discuss neuroscience without the underlying behavior. Other books strive to achieve the balance between the two, while this textbook has just the right amount of both.<sup>6</sup>) The cover picture of the brain makes you want to open the textbook and read. As for the price - I wish I would buy this textbook earlier not to waste my money on anything else. This is definitely a worthy investment.

Excellent book for those looking for an introduction to neuroscience or more information on specific topics within the discipline. This book has three strong pluses:<sup>1</sup> It is thematically organized and comprehensive. The first part looks at the background, the second looks at core processes, and the third control processes. The first section traces the history and evolution of the discipline and also reviews the central nervous system, cells within the CNS, and brain structure. The second and third parts delve into specifics. If you have a background in linguistics or psychology, the chapters on language and emotion, respectively, will complement your understanding of these disciplines. In particular, I enjoyed the chapter on evolutionary perspectives.<sup>2</sup> The illustrations are well done. Based on text alone, it can be difficult to visualize neurons, neuronal signaling, different parts of the brain, etc. The illustrations make understanding easier.<sup>3</sup> The authors write well.

I bought this book for one of my BCS (brain and cognitive science) course. Although I kind of "have to" read this heavy book, the book itself is very well written and quite enjoyable to read. Each chapters started with real patient cases and then gradually dive deep into the mechanisms. The narrative style makes reading this book more like reading a novel than dry text books. The author provided TONS of illustrated images to explain the experiments. And the explanations can be found right underneath each experimental illustrations (very helpful to understand the experiment procedures and key factors). There are also questions for thought and chapter summaries for quick

references/reviews at the end of each chapter. It's a great book even if you do not have much knowledge in biopsych or cognitive science. The topics include almost all materials you would encounter in introductory courses (I found many repeating materials with my 2 introductory cognitive science courses). The author did a good job in refreshing your memory of many terms (we often forgot what we learnt from class last year :P). It would be hard though if you came to read this book as a Cognitive Science newbie. Yet you should feel no fear to try a few chapters interested you since you can always find explanations to terms on Google. Overall, I'm glad my professor assigned this book for this course. The author explains every point better and more clear than my professor does. The price is indeed ... high. You can always get a digitalized version or used book though. Don't let the price prevent you from an excellent book in cognitive science!

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