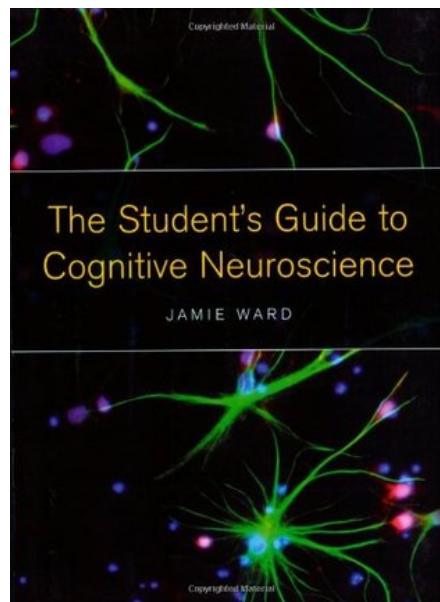




The Student's Guide to Cognitive Neuroscience

Jamie Ward

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Reflecting recent changes in the way cognition and the brain are studied, this book provides a comprehensive and student-friendly guide to cognitive neuroscience. Following an introduction to neural structure and function, all the key methods and procedures of cognitive neuroscience are explained, with a view to helping students understand how they can be used to shed light on the neural basis of cognition.

The second part of the book goes on to present an up-to-date overview of the latest theories and findings in all the key topics in cognitive neuroscience, including vision, attention, memory, speech and language, numeracy, executive function and social and emotional behaviour. Throughout, case studies, newspaper reports and everyday examples are used to provide an easy way in to understanding the more challenging ideas that underpin the subject.

In addition each chapter includes:

Summaries of key terms and points
Example essay questions to aid exam preparation
Recommended further reading
Feature boxes exploring interesting and popular questions and their implications for the subject.
Written in an engaging style by a leading researcher in the field, this book will be invaluable as a core text for undergraduate modules in cognitive neuroscience. It can also be used as a key text on courses in cognition, cognitive neuropsychology or brain and behaviour. Those embarking on research will find it an invaluable starting point and reference.

We offer CD-ROM-based resources free of charge to instructors who recommend *The Student's Guide to Cognitive Neuroscience* by Jamie Ward. These resources include:

A chapter-by-chapter, illustrated slideshow lecture course
An innovative bank of multiple-choice questions, graded according to difficulty and which allow for confidence-weighted answers
Comprehensive lecture planning advice tailored to different length courses.

Jamie Ward has researched and taught extensively in many areas of cognitive neuroscience. He is a leading authority on the subject of synaesthesia and has contributed to a wider understanding of it in both academic and lay circles.

The Student's Guide to Cognitive Neuroscience Details

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From Reader Review The Student's Guide to Cognitive Neuroscience for online ebook

Jeremy Mifsud says

One of my favourite books I had to study for my psychology course! Not only is it an interesting topic, but the material is well-presented and I felt engaged, and no chapter was too long or short.

daisy says

Reading for uni.

Page 390-onwards was pages and pages of references and the author index, so... I'm all done! Interesting enough and easy to understand. The questions at the end of each chapter were fairly helpful, as well. :)

Sam says

Good overview of several cognitive aspects of the brain.

Sarah Hackley says

Fascinating subject, but the writing style can be difficult to follow.

Andy Gravee says

Meer en betere illustraties/schema's zouden helpen. Veel informatie en vaak onduidelijk wat er precies wordt bedoeld ; met name de uitleg over de opzet van verschillende onderzoeken.

Liz says

I read this book for my upcoming exam, and the pressure that surrounds that of course always colours the experience. But of the textbooks I had to read over the years this was definitely one of the better ones. The style makes the complicated subject matter accessible, the illustrations are for the most part well designed and the examples used are well chosen and help comprehend very abstract ideas. Though I did have a giggle at how many times the author used Barack Obama as an example for something. Subtle :)

Christopher Allen says

This text was very dense but contained little fluff. Better images and charts could have greatly improved this text.

Rojna Yvonne says

Yeh I read a frikken textbook cover to cover for my last exam. It was surprisingly brilliant.

Sina Homayooni says

For a person who wants to know about all aspects of cognitive neuroscience and is new to the field, this book is amazingly sufficient; for you can't open a book like Gazzaniga's and read it to the end.

It is fluently written, nicely explained, and contains easy to get illustrations and graphs. The best thing about it, is that the author challenges your mind by introducing different modern cognitive models. It also contains stories from our real life that correspond to the cognitive subjects explained!

I guess I was lucky I found it in our university's library.

Maya says

My college textbook

Cerapearl says

This book was easy to follow and simplified the subject matter. The content was pared down, which I think works wonderfully. Short chapters, lots of examples, and optimal font size (imo). A keeper as far as textbooks go and the price is awesome.
