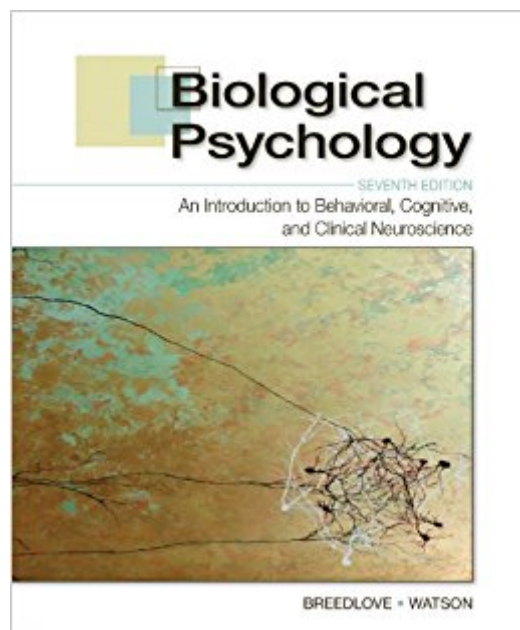




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Biological Psychology: An Introduction To Behavioral, Cognitive, And Clinical Neuroscience, Seventh Edition



Synopsis

Biological Psychology, Seventh Edition is a comprehensive survey of the biological bases of behaviour designed for undergraduates enrolled in biological psychology, physiological psychology, or behavioural neuroscience courses. It offers a broad perspective, encompassing lucid descriptions of behaviour, evolutionary history, development, proximate mechanisms, and applications. What's New in This Edition: * A special feature called 'The Cutting Edge' highlights important discoveries, relating the latest findings while illustrating the logic and methodology of experimentation and hypothesis testing. * Each chapter now ends with a newly created 'Visual Summary,' a poster-like layout that organizes the material graphically and directs students to the figures that reinforce each point. * As always, the book has an outstanding full-colour art program, including hundreds of original illustrations that make it easy to understand structures, mechanisms, and processes in the brain. For the Seventh Edition, all of the figures have been revised to achieve a contemporary graphic look. * Over 400 new citations keep the text current and an excellent resource. Thorough and reader-friendly, Biological Psychology, Seventh Edition reveals the fascinating interactions of brain and behaviour. The book is supplemented by two online study resources: The continuously updated Biological Psychology NewsLink site (biopsychology.com/news) provides links to thousands of news stories in the field, while the Companion Website (biopsychology.com) offers a wide range of study and review resources to help students master the material presented in the textbook, as well as coverage of additional topics. The resources include detailed Chapter Summaries/Outlines, Self-Study Questions, Animations & Videos, Activities, Online Quizzes, Flashcards & Key Terms activities, 'A Step Further' sections and a Glossary.

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Customer Reviews

I have mixed feelings about this book (7th Edition). Generally, I like it and would give it a 4-star. The material was expansive and interesting, the graphical presentation excellent and informative. Two features made me downgrade it to three stars (and I'd have preferred to give it a 3 1/2 stars if let me. The problems noted below were just too frustrating. First, the website associated with the book is truly dreadful (but could have been such a good resource). Practice exercises and exams in which "fill in the blank" entries are used are almost unworkable. They are looking for a particular word out of the book, and synonyms or plurals (even when grammatically correct) are flagged as wrong answers. The use of semicolons to separate multiple word answers will also result in answers flagged as wrong, or if the order of correct answers is mixed. As somebody who has written a lot of scripts, I must judge whomever wrote the scripts underlying these exercises to be thoroughly incompetent (have they ever heard of an OR statement or pattern matching?!). Since the text itself doesn't contain exercises, thought problems, and the like (and refers you to the website, I was left with no resource for practicing and developing my understanding. Second, since the underlying material is such an active area of research right now, much of the material is based upon publications. Many of the descriptions of the material in the publications is watered down for presentation, and the key concepts get lost in translation.

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