



Fundamentals of Cognitive Neuroscience: A Beginner's Guide

By Bernard Baars, Nicole M. Gage

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Fundamentals of Cognitive Neuroscience is a comprehensive and easy-to-follow guide to cognitive neuroscience. Winner of a 2013 Most Promising New Textbook Award from the Text and Academic Authors Association, this book was written by two leading experts in the field to be highly accessible to undergraduates with limited neuroscience training. It covers all aspects of the field—the neural framework, sight, sound, consciousness, learning/memory, problem solving, speech, executive control, emotions, socialization and development—in a student-friendly format with extensive pedagogy and ancillaries to aid both the student and professor.

This introductory text takes a unique thematic approach, guiding students along a clear path to understand the latest findings whether or not they have a background in neuroscience. It includes case studies and everyday examples designed to help students understand the more challenging aspects of the material. It is richly illustrated with carefully selected color graphics to enhance understanding. Enhanced pedagogy highlights key concepts for the student and aids in teaching. Chapter outlines, study questions, glossary, and image collection are also available on the student's companion website. Ancillary support saves instructors time and facilitates learning; test questions, image collection, and lecture slides are available on the instructor's manual website.

This book will be of interest to undergraduate students in Neuroscience, Psychology, and related disciplines that teach cognitive neuroscience.

- Provides a complete introduction to mind-brain science, written to be highly accessible to undergraduates with limited neuroscience training
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Editorial Review

Review

"This introductory textbook on cognitive neuroscience is a welcome addition to the field...The book won the 2013 Most Promising New Textbook Award in the life sciences from the Text and Academic Authors Association, an award that recognizes excellence in first-year edition textbooks and learning materials." --
The Quarterly Review of Biology, June 2014

*"This introductory text offers a comprehensive and easy-to-follow guide to cognitive neuroscience. Chapters cover all aspects of the field...in a student-friendly format with extensive pedagogy and ancillaries to aid both the student and professor. Throughout the text, case studies and everyday examples are used to help students understand the more challenging aspects of the material. Written by two leading experts in the field, the text takes a unique thematic approach, guiding students along a clear path to understand the latest findings whether or not they have a background in neuroscience." --***Doody.com, April 24, 2013**

"Fundamentals of Cognitive Neuroscience: A Beginner's Guide should be widely used as the required text in focused cognitive neuroscience courses taught at the undergraduate level. Additionally, the information it contains will likely be of use to those professors teaching a variety of psychology and biology elective courses and should be consulted for applicable reading material due to its clarity and style." --
MedicalScienceBooks.com (2012)

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*"There was a lot of ambiguity in the previous texts that I used for my undergraduate cognitive neuroscience course. There was so much waffling between positions and opinions in the other books that it was hard for beginning students to get a handle on basic concepts. Overall the student feedback was quite poor. I think the new Baars/Gage *Fundamentals of Cognitive Neuroscience* book is much more straight forward and to the point with the concepts." --*
Michael S. Cannizzaro, Ph.D., CCC-SLP, University of Vermont

From the Back Cover

Psychological and brain scientists can now observe the living brain when people perceive, act, learn, feel, speak, and socialize. A great deal of reliable evidence has crystallized in recent decades. The result is *cognitive neuroscience*. Practical applications are emerging in medicine, psychology, education, and even the arts.

This book is a beginner's guide based on Bernard J. Baars and Nicole M. Gage's upper-division textbook *Cognition, Brain, and Consciousness: Introduction to Cognitive Neuroscience*. Written by two leading

experts in the field, this text takes a distinctive, commonsense approach to help newcomers learn the basics of cognitive neuroscience as easily as possible.

About the Author

www.socsci.uci.edu/~cnllab

Users Review

From reader reviews:

Nicole Garner:

Book will be written, printed, or created for everything. You can realize everything you want by a guide. Book has a different type. As it is known to us that book is important point to bring us around the world. Alongside that you can your reading ability was fluently. A guide Fundamentals of Cognitive Neuroscience: A Beginner's Guide will make you to become smarter. You can feel more confidence if you can know about almost everything. But some of you think this open or reading a new book make you bored. It is far from make you fun. Why they may be thought like that? Have you in search of best book or suited book with you?

Elsie Port:

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Sandra McLean:

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Harry Anderson:

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