



An Introduction to Applied Cognitive Psychology

By David Groome, Michael Eysenck

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Co-Authors: Kevin Baker, Corriene Reed, David Heathcote, Moira Maguire & Richard Kemp

An Introduction to Applied Cognitive Psychology offers a student friendly review of recent research in the application of cognitive methods, theories and models to real-world scenarios. The authors approach cognitive psychology by looking at how people use basic cognitive skills in everyday environments. In this way, they explore how people use their knowledge to influence their behaviour in life, and throw light on the inter-relationships between each part of the cognitive system. The central areas of visual perception, attention, memory, language, thinking, decision making and human performance are covered, as in conventional cognitive textbooks, but they are addressed in terms of practical applications to skill training, expertise and skilled behaviour. Whereas experimental psychology often remains in the laboratory, this book will show undergraduates how the implications and methodological insights of theoretical work can be brought into the real world, and vice versa.

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Review

"So far, no introductory textbook has been completely dedicated to an overview of the various applications of cognitive psychological findings. This book by Esgate, Groome and colleagues thus fills a gap. In my opinion this book provides excellent supplementary reading to theoretical courses on cognitive psychology at undergraduate level." - **Gezinus Wolters, Department of Psychology, Leiden University, The Netherlands**

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