

Neuroscience For Dummies

Who do we love? Who loves us? And why? Is love really a mystery, or can neuroscience offer some answers to these age-old questions? In her third enthralling book about the brain, Judith Horstman takes us on a lively tour of our most important sex and love organ and the whole smorgasbord of our many kinds of love—from the bonding of parent and child to the passion of erotic love, the affectionate love of companionship, the role of animals in our lives, and the love of God. Drawing on the latest neuroscience, she explores why and how we are born to love—how we're hardwired to crave the companionship of others, and how very badly things can go without love. Among the findings: parental love makes our brain bigger, sex and orgasm make it healthier, social isolation makes it miserable—and although the craving for romantic love can be described as an addiction, friendship may actually be the most important loving relationship of your life. Based on recent studies and articles culled from the prestigious *Scientific American* and *Scientific American Mind* magazines, *The Scientific American Book of Love, Sex, and the Brain* offers a fascinating look at how the brain controls our loving relationships, most intimate moments, and our deep and basic need for connection.

SPSS (Statistical Package for the Social Sciences) is a data management and analysis software that allows users to generate solid, decision-making results by performing statistical analysis. This book provides just the information needed: installing the software, entering data, setting up calculations, and analyzing data. Covers computing cross tabulation, frequencies, descriptive ratios, means, bivariate and partial correlations, linear regression, and much more. Explains how to output information into striking charts and graphs. For ambitious users, also covers how to program SPSS to take their statistical analysis to the next level.

This award-winning science book uses the latest findings from neuroscience research and brain-imaging technology to take you on a journey into the human brain. CGI illustrations and brain MRI scans reveal the brain's anatomy in unprecedented detail. Step-by-step sequences unravel and simplify the complex processes of brain function, such as how nerves transmit signals, how memories are laid down and recalled, and how we register emotions. The book answers fundamental and compelling questions about the brain: what does it mean to be conscious, what happens when we're asleep, and are the brains of men and women different? This is an accessible and authoritative reference book to a fascinating part of the human body. Thanks to improvements in scanning technology, our understanding of the brain is changing quickly. Now in its third edition, *The Human Brain Book* provides an up-to-date guide to one of science's most exciting frontiers. With its coverage of more than 50 brain-related diseases and disorders—from strokes to brain tumors and schizophrenia—it is also an essential manual for students and healthcare professionals.

Fundamentals of Cognitive Neuroscience: A Beginner's Guide, Second Edition, is a comprehensive, yet accessible, beginner's guide on cognitive neuroscience. This text takes a distinctive, commonsense approach to help newcomers easily learn the basics of how the brain functions when we learn, act, feel, speak and socialize. This updated edition includes contents and features that are both academically rigorous and engaging, including a step-by-step introduction to the visible brain, colorful brain illustrations, and new chapters on emerging topics in cognition research, including emotion, sleep and disorders of consciousness, and discussions of novel findings that highlight cognitive neuroscience's practical applications. Written by two leading experts in the field and thoroughly updated, this book remains an indispensable introduction to the study of cognition. Presents an easy-to-read introduction to mind-brain science based on a simple functional diagram linked to specific brain functions. Provides new, up-to-date, colorful brain images directly from research labs. Contains "In the News" boxes that describe the newest research and augment foundational content. Includes both a student and instructor website with basic terms and definitions, chapter guides, study questions, drawing exercises, downloadable lecture slides, test bank, flashcards, sample syllabi and links to multimedia resources.

Essentials of Cognitive Neuroscience

Your Brain, Explained

An Illustrated Guide to its Structure, Functions, and Disorders

Staying Sharp For Dummies

The Complete Idiot's Guide to Understanding the Brain

A Guide for Advanced Students

Neuroscience For Dummies John Wiley & Sons

If you are one of the millions of people who have already discovered the power of NLP, *Neuro-linguistic Programming Workbook For Dummies* will allow you to perfect its lessons on how to think more positively and communicate more effectively with others. This workbook is packed with hands-on exercises and practical techniques to help you make the most of NLP's toolkit for new thinking and personal change. These can have an impact on many aspects of your life: from helping you change your negative beliefs, to building rapport and influencing others, to taking charge of the direction your life is taking. Take your understanding of NLP to the next level, and reap the benefits. *Neuro-linguistic Programming Workbook For Dummies* includes: Getting Your Mindset Right with NLP Setting Sound Goals Recognising Your Unconscious Values Recognising How You Distort Thinking Developing Personal Rapport Managing Your Emotions and Experiences Changing Habits and Modeling Success

Recognizing What Works Adapting Language with Metamodeling and the Milton Model

Mastering the latest fitness craze-keeping your brain healthy at any age Judging from the worldwide popularity of the brain game, Nintendo DS, and such mind-bending puzzles as SuDoku and KenKen®, keeping one's mind as limber as an Olympic athlete is an international obsession. With forecasters predicting over a million people with dementia by 2025, today's young and senior population have a vested interest in keeping their grey matter in the pink for as long as possible. Training Your Brain For Dummies is an indispensable guide to every aspect of brain fitness-and keeping your mind as sharp, agile, and creative for as long as you can. Whether you want to hone your memory, manage stress and anxiety, or simply eat brain healthy food, this guide will help you build brain health into your everyday life. Includes verbal, numerical and memory games, brain games to play on the move, tips on the best day-to-day habits, and long-term mental fitness techniques Offers ten key brain training basics, tips on brain training through one's lifetime, and improving long- and short-term memory Includes advice on improving creativity, developing a positive mindset, and reaping the rewards of peace and quiet With tips on mind/body fitness, Training Your Brain For Dummies is a must-have guide for anyone, at any age, for keeping one's mind-and quality of life-in peak condition. A textbook for students with limited background in mathematics and computer coding, emphasizing computer tutorials that guide readers in producing models of neural behavior. This introductory text teaches students to understand, simulate, and analyze the complex behaviors of individual neurons and brain circuits. It is built around computer tutorials that guide students in producing models of neural behavior, with the associated Matlab code freely available online. From these models students learn how individual neurons function and how, when connected, neurons cooperate in a circuit. The book demonstrates through simulated models how oscillations, multistability, post-stimulus rebounds, and chaos can arise within either single neurons or circuits, and it explores their roles in the brain. The book first presents essential background in neuroscience, physics, mathematics, and Matlab, with explanations illustrated by many example problems. Subsequent chapters cover the neuron and spike production; single spike trains and the underlying cognitive processes; conductance-based models; the simulation of synaptic connections; firing-rate models of large-scale circuit operation; dynamical systems and their components; synaptic plasticity; and techniques for analysis of neuron population datasets, including principal components analysis, hidden Markov modeling, and Bayesian decoding. Accessible to undergraduates in life sciences with limited background in mathematics and computer coding, the book can be used in a "flipped" or "inverted" teaching approach, with class time devoted to hands-on work on the computer tutorials. It can also be a resource for graduate students in the life sciences who wish to gain computing skills and a deeper knowledge of neural function and neural circuits.

The Brain

Psychology For Dummies

Biomechanics For Dummies

Biophysics For Dummies

A Beginner's Guide

Publishing E-Books For Dummies

Step into the future with AI The term "Artificial Intelligence" has been around since the 1950s, but a lot has changed since then. Today, AI is referenced in the news, books, movies, and TV shows, and the exact definition is often misinterpreted. Artificial Intelligence For Dummies provides a clear introduction to AI and how it ' s being used today. Inside, you ' ll get a clear overview of the technology, the common misconceptions surrounding it, and a fascinating look at its applications in everything from self-driving cars and drones to its contributions in the medical field. Learn about what AI has contributed to society Explore uses for AI in computer applications Discover the limits of what AI can do Find out about the history of AI The world of AI is fascinating—and this hands-on guide makes it more accessible than ever!

Understand why you feel and act the way you do Psychology For Dummies is a fun, user-friendly guide to the basics of human behavior and mental processes. In plain English—and using lots of everyday examples—psychologist Dr. Adam Cash cuts through the jargon to explain what psychology is all about and what it tells you about why you do the things you do. With this book as your guide, you'll: gain profound insights into human nature; understand yourself better; make sense of individual and group behaviors; explore different approaches in psychology; recognize problems in yourself and others; make informed choices when seeking psychological counseling; and much more. Shows you how understanding human psychology can help you make better decisions, avoid things that cause stress, manage your time to a greater degree, and set goals Helps you make informed choices when seeking psychological counseling Serves as an invaluable supplement to classroom learning From Freud to forensics, anorexia to xenophobia, Psychology For Dummies takes you on a fascinating journey of self-discovery.

The far right is back with a vengeance. After several decades at the political margins, far-right politics has again taken center stage. Three of the world ' s largest democracies – Brazil, India, and the United States – now have a radical right leader, while far-right parties continue to increase their profile and support within Europe. In this timely book, leading global expert on political extremism Cas Mudde provides a concise overview of the fourth wave of postwar far-right politics, exploring its history, ideology, organization,

causes, and consequences, as well as the responses available to civil society, party, and state actors to challenge its ideas and influence. What defines this current far-right renaissance, Mudde argues, is its mainstreaming and normalization within the contemporary political landscape. Challenging orthodox thinking on the relationship between conventional and far-right politics, Mudde offers a complex and insightful picture of one of the key political challenges of our time.

Publish, market, and sell your own e-book Although creating an e-book seems fairly straightforward, it is not. You need to select and create a variety of formats that will be read on a variety of e-reader devices--and market and sell your book in a variety of ways. Before you take the plunge, get this practical guide. With clear instruction and sensible advice, it will help you navigate the often confusing, time-consuming, and costly world of self-publishing an e-book. The book gives you solid marketing tips for selling your e-book, including using blogging and social media and how to build an online platform. It also discusses key technologies you'll encounter, including Smashwords, iBooks Author, Amazon, Microsoft Word, Open Office, Calibre, WordPress, E-junkie, and others. Helps readers navigate the confusing, time-consuming, and often costly world of self-publishing an e-book Provides both technical how-tos as well solid marketing advice on how to sell your e-book using Facebook, Twitter, Goodreads, and other social media sites Covers essential technologies, such as Smashwords, iBooks Author, Amazon, Microsoft Word, Open Office, Calibre, WordPress, and E-junkie Explores e-book devices, including Kindle, Kobo, Sony Reader, Nook, iPad, and other tablets Delves into the nitty-gritty of e-book formats Before you self-publish your e-book, start first with **Publishing eBooks For Dummies**.

Think Your Way to a Better Life

Training Your Brain For Dummies

Improving Your Memory For Dummies

Neuroanatomy Coloring Book

Blue Mind

The Far Right Today

Clear and concise, **The Only Neurology Book You'll Ever Need** provides a straightforward and comprehensive overview of neurology. It covers all of the important neurologic diagnosis along with clinically relevant anatomy and physiology. Written by Drs. Alison I. Thaler and Malcolm S. Thaler, this new title is packed with full-color illustrations, real-world clinical scenarios, guidelines and recommendations --giving you all the practical advice you need to master the challenging world of neurology. Features a lighthearted, lively writing style that is compelling and heart of what you need to know. Discusses the elements of the neurologic exam and what symptoms do and don't suggest a neurologic disorder. Covers key topics such as stroke, seizures, dementia, meningitis, multiple sclerosis, Parkinson disease, and much more. Abundant illustrations, charts, and tables, help you easily understand and retain complex material. Perfect for students, medicine and neurology residents, nurses, and PAs, as well as any and all practitioners who need a concise, easy-to-read review of clinically- relevant neurology. This book is essential for the medical student shelf exam in neurology. **Enrich Your eBook Reading Experience** Read directly on your preferred device(s), including computer, tablet, or smartphone. Easily customize and power your content with natural language text-to-speech.

This science ebook of award-winning print edition uses the latest findings from neuroscience research and brain-imaging technology to take you on a journey into the human brain. Cutting-edge scans reveal the brain's anatomy in unprecedented detail. Step-by-step sequences unravel and simplify the complex processes of brain function, such as how nerves transmit signals, how memories are formed and recalled, and how we register emotions. The book answers fundamental and compelling questions about the brain: what does it mean to be conscious, what happens when we are born, and how men and women differ? Written by award-winning author Rita Carter, this is an accessible and authoritative reference book to a fascinating part of the human body. Thanks to imaging technology, our understanding of the brain is changing fast. Now in its third edition, the **Brain Book** provides an up-to-date guide to one of science's most exciting frontiers. With information on brain-related diseases and disorders - from strokes to brain tumours and schizophrenia - it is also an essential manual for students and healthcare professionals.

How to rewire your brain to improve virtually every aspect of your life--based on the latest research in neuroscience and psychology on neuroplasticity and evidence-based practices that show that the brain you were born with was the brain you would die with, and that the brain cells you had at birth were the most you would ever possess. Your brain was thought to be wired in predetermined ways. It turns out that's not true. Your brain is not hardwired, it's "softwired" by experience. This book shows you how you can rewire parts of the brain to feel more resilient, remain calm during stressful times, and improve your social relationships. Written by a leader in the field of Brain-Based Therapy, it teaches you how to activate the parts of your brain that are underactivated and calm down those areas that have been hyperactivated so that you feel positive about your life and remain calm during stressful times. You will also learn to improve your mood, have better relationships, and get a good night sleep. Reveals how cutting-edge developments in neuroscience, and evidence-based practices can be used to improve your everyday life. **Dr. Arden** include: **Brain-Based Therapy-Adult**, **Brain-Based Therapy-Child**, **Improving Your Memory For Dummies** and **Heal Your Anxiety Workbook** Dr. Arden is a leader in integrating the new findings in neuroscience with psychotherapy and Director of Training in Mental Health for Kaiser Permanente for the Northern California Region Explaining exciting new developments in neuroscience and their applications to daily living, **Rewire Your Brain** will guide you through the process of changing your brain so you can change your life and be free of self-imposed limitations.

Handbook of Veterinary Neurology provides quick access to vital information on neurologic conditions in a wide range of species, including canine, feline, bovine, caprine, equine, ovine, and porcine. The problem-oriented approach makes it easy to diagnose and treat neurologic problems in small and large animals. The coverage of disorders by problem, not by established disease diagnosis, is especially helpful when a problem is present to the veterinary hospital and simplifies the formulation of a correct diagnosis. Within each chapter, discussions of neurologic disease include a review of the localization of the problem, what can cause that problem, plus treatment and surgical techniques. Lead author Michael D. Lorenz brings decades of experience to neurologic assessment, using a diagnostic approach

knowledge of neuroanatomy. A problem-based approach is organized by presenting sign rather than by condition, guiding you to logical conclusions regarding diagnosis and treatment logic necessary to localize lesions and to formulate diagnostic plans. Coverage of current diagnostic techniques includes the use of diagnostic tools, such as radiology, spinal fluid and MR imaging. Case histories in each chapter present a problem and the results of the neurologic examination, then ask you to solve the problem by localizing the lesion, listing probable diagnostic plan. Answers are provided at the back of the book. A consistent format for each case history includes signalment, history, physical examination findings, and neurologic comprehensive appendix describes species and breeds that have a congenital predisposition for particular neurologic diseases. Extensive references make it easy to pursue in-depth topics. A companion website includes 20 narrated video clips with accompanying PowerPoint slides that correlate to the case histories in the book, covering neurologic assessment paresis of one limb, tetraparesis, stupor, seizures, ataxia of the head and limbs, and cranial nerve disorders. Two new co-authors, Jean Coates and Marc Kent, board-certified in neuro credibility of this edition. A full-color design and numerous illustrations include enhanced images of neuroanatomy and pathology.

Neurobiology For Dummies

Neuroscience Methods

Bipolar Disorder For Dummies

The Neuroscience Bible

The Definitive Guide to the Science of the Mapping of the Mind

Developmental Cognitive Neuroscience

It has been remarked that if the brain were so simple we could understand it, we would be so simple we couldn't. However, as the authors of this accessible guide demonstrate, there are at least some things we do understand about the brain, and this knowledge can shed new light on our conception of ourselves and the workings of our minds. Covering crude ancient neuroscience, sleep, language and even philosophical questions about the nature of consciousness, this lively and entertaining introduction assumes no previous scientific knowledge and will fascinate readers of all backgrounds.

Get an accurate diagnosis and get on with enjoying and living your life! Bipolar Disorder affects many more people than just the millions who suffer from the disease. Like depression and other serious illnesses, bipolar disorder also affects spouses, partners, family members, friends, and coworkers. Bipolar Disorder For Dummies explains the brain chemistry behind the disease and covers the latest medications and therapies. You'll get reassuring, sound advice and self-help techniques that you and your loved ones, including kids and teens, can use to ease and eliminate symptoms, function in times of crisis, plan ahead for manic or depressive episodes, and feel a whole lot better. Covers new diagnosis methods developed by the American Psychiatric Association Increased coverage of genetics, biochemistry, and imaging studies relevant to bipolar disorder Advice on supporting a loved one (who may not want help) Updated and expanded medication guide and treatment options, including Deep Brain Stimulation Complete with fill-in-the-blank forms and charts, key online resources, and first-hand accounts from real people, Bipolar Disorder For Dummies gives you the latest information and self-help strategies you and your loved ones need to conquer this disease and get on with your lives.

A new "bible" title that reveals the science of our brains. The term "mind mapping" has been used in various contexts over time, however this book, The Neuroscience Bible, is strictly about the human brain as a vital organ and how it controls the nervous system and thus our life. It is a crash-course in the latest scientific knowledge of the workings of the brain and the nervous system it controls. The most elusive concepts, such as memory and addiction and the difference between the brain and the mind, are broken down into easily understandable bite-sized pieces. In pictures of the brain, the cerebrum is most noticeable. Sitting at the top of the brain, it is the source of all intellectual activities. It is split into two halves -- the proverbial "left brain and right brain" -- which communicate via nerve fibers. Information collected by your senses moves along a network of linked nerve cells called neurons, which are the basic building blocks of the nervous system. These neurons are active in both sides of the brain, which although looking the same, are different. Words are formed in the left hemisphere, abstract reasoning in the right. Together, they control every brain activity -- from memories, planning, imagination, recognizing friends and reading books to playing games and creating art. The Neuroscience Bible explains all this and much more. Topics include: The anatomy of the brain Neurons, synapses and axons The building blocks of the brain The difference between the brain and the mind The biology of mental illness Modern treatment of mental illness The effects on the brain of alcohol and drugs Memory, senses, cravings Fight or flight Exploring the brain's billions of neurons with mind mapping The future of neuroscience. As you read this book, your brain and your nervous system will be busy making sense of the words. Nerve cells in your eyes will sense the letters' boundaries and transmit them from your eyes to your brain which forms the words and recalls their meanings.

Essentials of Cognitive Neuroscience guides undergraduate and early-stage graduate students with no previous neuroscientific background through the fundamental principles and themes in a concise, organized, and engaging manner. Provides students with the foundation to understand primary literature, recognize current controversies in the field, and engage in discussions on cognitive neuroscience and its future Introduces important experimental methods and techniques integrated throughout the text Assists student comprehension through four-color images and thorough pedagogical resources throughout the text Accompanied by a robust website with multiple choice questions, experiment videos, fMRI data, web links and video narratives from a global group of leading scientists for students. For Instructors there are sample syllabi and exam questions

SPSS For Dummies

How the Brain Works

Brain-Based Parenting: The Neuroscience of Caregiving for Healthy Attachment (Norton Series on Interpersonal Neurobiology)

Rewire Your Brain

Neuroanatomy and Neuroscience at a Glance

Your hands-on study guide to the inner world of the cell Need to get a handle on molecular and cell biology? This easy-to-understand guide explains the structure and function of the cell and how recombinant DNA technology is changing

the face of science and medicine. You discover how fundamental principles and concepts relate to everyday life. Plus, you get plenty of study tips to improve your grades and score higher on exams! Explore the world of the cell — take a tour inside the structure and function of cells and see how viruses attack and destroy them Understand the stuff of life (molecules) — get up to speed on the structure of atoms, types of bonds, carbohydrates, proteins, DNA, RNA, and lipids Watch as cells function and reproduce — see how cells communicate, obtain matter and energy, and copy themselves for growth, repair, and reproduction Make sense of genetics — learn how parental cells organize their DNA during sexual reproduction and how scientists can predict inheritance patterns Decode a cell's underlying programming — examine how DNA is read by cells, how it determines the traits of organisms, and how it's regulated by the cell Harness the power of DNA — discover how scientists use molecular biology to explore genomes and solve current world problems Open the book and find: Easy-to-follow explanations of key topics The life of a cell — what it needs to survive and reproduce Why molecules are so vital to cells Rules that govern cell behavior Laws of thermodynamics and cellular work The principles of Mendelian genetics Useful Web sites Important events in the development of DNA technology Ten great ways to improve your biology grade

Insight and actionable information on keeping your brain sharp as you age Your brain controls who you are—how you think, feel, and act. As you age, it's not uncommon to want to remain as sharp and "with it" as you were in your younger years. Whether you want to hone your memory, manage stress and anxiety, or simply eat brain-healthy food, Staying Sharp For Dummies shows you how to keep your mind sharp, agile, and creative well into your golden years. Research shows anyone can improve brain performance—and it's never too late to make changes to achieve your optimal brain health. While brain exercises certainly help, it's also vital to promote healthier living as a holistic way to support brain health. Staying Sharp For Dummies explains how keeping physically fit, eating right, managing stress, and even connecting with others helps give your brain the boost it needs to stay sharp—well into your golden years. Build a better brain through nutrition, lifestyle changes, and brain workouts Cope with a specific brain disorder, such as stroke, Dementia, Alzheimer's, and Parkinson's Stay sharp and improve memory and concentration Access an online bonus chapter from Alzheimer's For Dummies and Dementia For Dummies If you or a loved one are looking for authoritative, accessible guidance on staying sharp, this essential guide endorsed by the American Geriatric Society and the American Geriatric Society Health in Aging Foundation covers the gamut of lifestyle and activity changes that can maximize brain function and health.

The approachable, comprehensive guide to neurobiology Neurobiology rolls the anatomy, physiology, and pathology of the nervous system into one complex area of study. Neurobiology For Dummies breaks down the specifics of the topic in a fun, easy-to-understand manner. The book is perfect for students in a variety of scientific fields ranging from neuroscience and biology to pharmacology, health science, and more. With a complete overview of the molecular and cellular mechanisms of the nervous system, this complete resource makes short work of the ins and outs of neurobiology so you can understand the details quickly. Dive into this fascinating guide to an even more fascinating subject, which takes a step-by-step approach that naturally builds an understanding of how the nervous system ties into the very essence of human beings, and what that means for those working and studying in the field of neuroscience. The book includes a complete introduction to the subject of neurobiology. Gives you an overview of the human nervous system, along with a discussion of how it's similar to that of other animals Discusses various neurological disorders, such as strokes, Alzheimer's disease, Parkinson's disease, and schizophrenia Leads you through a point-by-point approach to describe the science of perception, including how we think, learn, and remember Neurobiology For Dummies is your key to mastering this complex topic, and will propel you to a greater understanding that can form the basis of your academic and career success.

Unique in its coverage of such an extensive range of methods, Neuroscience Methods: A Guide for Advanced Students provides easy-to-understand descriptions of the many different techniques that are currently being used to study the brain at the molecular and cellular levels. This valuable reference text will help rescue undergraduate and postgraduate students from continuing bewilderment at the methods sections of current neuroscience publications. Topics covered include in vivo and in vitro preparations, electrophysiological, histochemical, hybridization and genetic techniques, measurement of cellular ion concentrations, methods of drug application, production of antibodies, expression systems, and neural grafting.

An Illustrated Guide to its Structure, Function, and Disorders

The Leadership Brain For Dummies

The Brain Book

What Neuroscience Reveals About Your Brain and its Quirks

Artificial Intelligence For Dummies

Fundamental Neuroscience

The fun, easy way to get up to speed on biophysics concepts, principles, and practices One of the most diverse of modern scientific disciplines, biophysics applies methods and technologies from physics to the study of biological systems and phenomena, from the human nervous system to soil erosion to global warming. What are the best options for satisfying the world's growing energy demands? How can we feed the world's growing population? How can we contain, or reverse, global warming? How can we vouchsafe a plentiful supply of potable water for future generations? These are among the critical questions to which biophysicists work to provide answers. Biophysics courses are increasingly taken by students of biology, physics, chemistry, biochemistry, physiology, statistics, bioengineering, neuroscience, computer science, pharmacology, agriculture, and many more Provides a friendly, unintimidating overview of the material covered in a typical college-level biophysics course A one-stop reference, course supplement and exam preparation tool for university students currently enrolled in an introductory biophysics courses An indispensable resource for those studying the natural sciences, biological sciences, and physics, as well as math, statistics, computer science, pharmacology and many other disciplines The current job market for people well versed in biophysics is very strong, and biophysics is currently listed as one of the fast-growing occupations in the North America

Fundamental Neuroscience, 3rd Edition introduces graduate and upper-level undergraduate students to the full range of contemporary neuroscience. Addressing instructor and student feedback on the previous edition, all of the chapters are rewritten to make this book more concise and student-friendly than ever before. Each chapter is once again heavily illustrated and provides clinical boxes describing experiments, disorders, and methodological approaches and concepts. Capturing the promise and excitement of this fast-moving field, Fundamental Neuroscience, 3rd Edition is the text that students will be able to reference throughout their neuroscience careers! New to this edition: 30% new material including new chapters on Dendritic Development and Spine Morphogenesis, Chemical Senses, Cerebellum, Eye Movements, Circadian Timing, Sleep and Dreaming, and Consciousness Additional text boxes describing key experiments, disorders, methods, and concepts Multiple model system coverage beyond rats, mice, and monkeys Extensively expanded index for easier referencing

An Easy, Fun and Effective Way to Learn and Master Neuroanatomy and the Structures of the Human Brain! Coloring is the most effective way to study the structure and functions of the human brain and neuroanatomy. This book is structured for ease of use, with comprehensive coverage of the human brain and nervous system. You assimilate information and make visual associations with key terminology when coloring in this Neuroanatomy Coloring Book, all while having fun! These illustrations show the brain and its components in detail and makes it easy to identify specific structures for an entertaining way to learn neuroanatomy. With this vivid change-of-pace study tool, you have the freedom to master neuroanatomy in a fun and memorable way. Ideal for all kind of students and science lovers to make the most out of their interest in neuroanatomy. Whether you are following a neuroscience course or just interested in the human brain and its structures, let this book guide you! This book features: More than 90 pages with unique easy-to-color illustrations of components, structure and functions of the nervous system and the human brain with their anatomical terminology. Allows students to easily learn the neuroanatomy. Numbered lead lines clearly identify structures to be colored and correspond to a numbered list with the illustration. Large format 8.5"x11.0" (22cmx28cm) pages. Discover the structure of the following sections: Neuron Anatomy and Types Brain Anatomy Cerebellum Brainstem Ventricles of the Brain Limbic System Circle of Willis Parasymphatic and Sympathetic Nerves Cranial Nerves Nerves in different parts of the body Cerebral Hemispheres, and more Joins thousands of others who have made their studies more fun and efficient! Roll up and click "ADD TO CART" right now!

A landmark book by marine biologist Wallace J. Nichols on the remarkable effects of water on our health and well-being. Why are we drawn to the ocean each summer? Why does being near water set our minds and bodies at ease? In BLUE MIND, Wallace J. Nichols revolutionizes how we think about these questions, revealing the remarkable truth about the benefits of being in, on, under, or simply near water. Combining cutting-edge neuroscience with compelling personal stories from top athletes, leading scientists, military veterans, and gifted artists, he shows how proximity to water can improve performance, increase calm, diminish anxiety, and increase professional success. BLUE MIND not only illustrates the crucial importance of our connection to water-it provides a paradigm shifting "blueprint" for a better life on this Blue Marble we call home.

Cognitive Psychology For Dummies

Molecular and Cell Biology For Dummies

Human Brain Coloring Book for Neuroscience and Neuroanatomy Workbook

Handbook of Veterinary Neurology - E-Book

Neuroscience For Dummies

The Student's Guide to Cognitive Neuroscience

Sleep. Memory. Pleasure. Fear. Language. We experience these things every day, but how do our brains create them? Your Brain, Explained is a personal tour around your gray matter. Neuroscientist Marc Dingman gives you a crash course in how your brain works and explains the latest research on the brain functions that affect you on a daily basis. You'll also discover what happens when the brain doesn't work the way it should, causing problems such as insomnia, ADHD, depression, or addiction. You'll learn how neuroscience is working to fix these problems, and how you can build up your defenses against the most common faults of the mind. Along the way you'll find out: · Why brain training games don't prevent dementia · What it's like to remember every day of your life as if it were yesterday · Which popular psychiatric drug was created from German rocket fuel · How you might unknowingly be sabotaging your sleep Drawing on the author's popular YouTube series, 2-minute Neuroscience, this is a friendly, engaging introduction to the human brain and its quirks from the perspective of a neuroscientist--using real-life examples and the author's own eye-opening illustrations. Your brain is yours to discover!

Get on the fast track to understanding neuroscience Investigating how your senses work, how you move, and how you think and feel, Neuroscience For Dummies, 2nd Edition is your straight-forward guide to the most complicated structure known in the universe: the brain. Covering the most recent scientific discoveries and complemented with helpful diagrams and engaging anecdotes that help bring the information to life, this updated edition offers a compelling and plain-English look at how the brain and nervous system function. Simply put, the human brain is an endlessly fascinating subject: it holds the secrets to your personality, use of language, memories, and the way your body operates. In just the past few years alone, exciting new technologies and an explosion of knowledge have transformed the field of neuroscience—and this friendly guide is here to serve as your roadmap to the latest findings and research. Packed with new content on genetics and epigenetics and increased coverage of hippocampus and depression, this new edition of Neuroscience For Dummies is an eye-opening and fascinating read for readers of all walks of life. Covers how gender affects brain function Illustrates why some people are more sensitive to pain than others Explains what constitutes intelligence and its different levels Offers guidance on improving your learning What is the biological basis of consciousness? How are mental illnesses related to changes in brain function? Find the answers to these and countless other questions in Neuroscience For Dummies, 2nd Edition You're no idiot, of course. You know your own mind, but when it comes to understanding what's really going on in your head - all those synapses, all those neurones - you feel like you're just about brain-dead! Don't let it unnerve you! 'The Complete Idiot's Guide to Understanding the Brain' proves that you don't need to be a genius to be in the know, and gives you lots of fun stuff to think about, too. In this 'Complete Idiot's Guide', you get: -The history of human knowledge of the brain. -Insights into what causes brain disorders and how best to treat them. -Thoughtful tips about the many different ways we learn new information.

British Medical Association Book Award Winner - Student Textbook of the Year 2018 Everything you need to know about Neuroanatomy and Neuroscience ... at a Glance! Neuroanatomy and Neuroscience at a Glance is a highly illustrated, quick reference guide to the anatomy, biochemistry, physiology and pharmacology of the human nervous system. Each chapter features a summary of the anatomical structure and function of a specific component of the central nervous system, a section on applied neurobiology outlining how to approach a patient with neurological or psychiatric problems aligned to the chapter topic, standard diagnostic procedures for most common scenarios, as well as an overview of treatment and management options. This fully updated and expanded new edition includes: Dozens of full-page, colour illustrations and neurological scans Expanded coverage of techniques to study the nervous system More practical information on the neurological exam New content

on neuropharmacology and drug therapies Bullet points and bold terms throughout assist with revision and review of the topic Neuroanatomy and Neuroscience at a Glance is the ideal companion for students embarking on a neuroanatomy or neuroscience course, and is an excellent reference tool for those in clinical training. An updated companion website with new clinical cases, multiple choice self-assessment questions, revision slides, and downloadable illustrations and flashcards is available at www.ataglanceseries.com/neuroscience

The Only Neurology Book You'll Ever Need

The Scientific American Book of Love, Sex and the Brain

Fundamentals of Cognitive Neuroscience

The Neuroscience of How, When, Why and Who We Love

An Introductory Course in Computational Neuroscience

Neuromarketing For Dummies

The simplest, most visual guide to the brain - ever. Are men's and women's brains really different? Why are teenagers impulsive and rebellious? And will it soon be possible to link our brains together via the Cloud? Drawing on the latest neuroscience research, this visual guide makes the hidden workings of the human brain simple to understand. How the Brain Works begins with an introduction to the brain's anatomy, showing you how to tell your motor cortex from your mirror neurons. It moves on to function, explaining how the brain works constantly and unnoticed to regulate heartbeat and breathing, and how it collects information to produce the experiences of sight, sound, smell, taste, and touch. The chapters that follow cover memory and learning, consciousness and personality, and emotions and communication. With clear, easy-to-understand graphics and packed with fascinating facts, 'How the Brain Works' demystifies the complex processes of the human brain.

Learn how to use neuromarketing and understand the science behind it Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? Neuromarketing For Dummies goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage. You'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising, in-store and online shopping, product and package design, and much more. Topics include: How neuromarketing works Insights from the latest neuromarketing research How to apply neuromarketing strategies to any level of advertising or marketing, on any budget Practical techniques to help your customers develop bonds with your products and services The ethics of neuromarketing Neuromarketing for Dummies demystifies the topic for business owners, students, and marketers and offers practical ways it can be incorporated into your existing marketing plans.

Practical tips and techniques make remembering a snap Jog your memory with exercises to help you at home, at work, anywhere! Whether you are cramming for an exam, have trouble remembering names, or you just want to give your overall memory power a boost, this plain-English guide offers clever tricks to help you remember what you want to remember. You'll discover how your memory works and how to enhance it in all types of situations. The Dummies Way * Explanations in plain English * "Get in, get out" information * Icons and other navigational aids * Tear-out cheat sheet * Top ten lists * A dash of humor and fun Get smart! @www.dummies.com * Find listings of all our books * Choose from among 33 different subject categories * Sign up for daily eTips at www.dummiesdaily.com

Discover how scientific knowledge of the brain can make you a better leader Based upon the latest breakthroughs in neuroscience and advances in brain-based education, Leadership Brain For Dummies gives you the edge to influence, lead, and transform any team or organization. Drawing concrete connections between the growing scientific knowledge of the brain and leadership, this book gives you the skills to assess your strengths and weaknesses as a leader, adopt a style of leadership that suits your characteristics, determine the learning styles of individual employees, and conduct training sessions that can physically change brains. The author is an international educational neuroscience consultant and an adjunct professor, teaching brain-compatible strategies and memory courses. She is a member of the American Academy of Neurology, the Cognitive Neuroscience Society, and the Learning and Brain Society Leadership Brain For Dummies provides practical, hands-on guidance for applying the information to make you a better leader The Leadership Brain For Dummies positions current and aspiring leaders to be at the very top of their leadership game.

Neuro-Linguistic Programming Workbook For Dummies

The Human Brain Book

The Surprising Science That Shows How Being Near, In, On, or Under Water Can Make You Happier, Healthier, More Connected, and Better at What You Do

Demystify the core concepts of cognitive psychology Written specifically for psychology students - and not other academics - Cognitive Psychology For Dummies is an accessible and entertaining introduction to the field. Unlike the dense and jargon-laden content found in most psychology textbooks, this practical guide provides readers with easy-to-understand explanations of the fundamental elements of cognitive psychology so that they are able to obtain a firm grasp of the material. Cognitive Psychology For Dummies follows the structure of a typical university course, which makes it the perfect supplement for students in need of a clear and enjoyable overview of the topic. The complexities of a field that explores internal mental processes - including the study of how people perceive, remember, think, speak, and solve problems - can be overwhelming for first-year psychology students. This practical resource cuts through the academic-speak to provide a clear understanding of the most important elements of cognitive psychology. Obtain a practical understanding of the core concepts of cognitive psychology Supplement required course reading with clear and easy-to-understand overviews Gain confidence in your ability to apply your knowledge of cognitive psychology Prepare for upcoming exams or topic discussions Cognitive Psychology For Dummies is the perfect resource for psychology students who need a clear and readable overview of the core concepts of cognitive psychology.

A thorough explanation of the tenets of biomechanics At once a basic and applied science, biomechanics focuses on the mechanical cause-effect relationships that determine the motions of living organisms. Biomechanics for Dummies examines the relationship between biological and mechanical worlds. It clarifies a vital topic for students of biomechanics who work in a variety of fields, including biological sciences, exercise and sports science, health sciences, ergonomics and human factors, and engineering and applied science. Following the path of a traditional introductory course, Biomechanics for Dummies covers the terminology and fundamentals of biomechanics, bone, joint, and muscle composition and function, motion analysis and control, kinematics and kinetics, fluid

mechanics, stress and strain, applications of biomechanics, and black and white medical illustrations. Offers insights and expertise in biomechanics to provide an easy-to-follow, jargon-free guide to the subject Provides students who major in kinesiology, neuroscience, biomedical engineering, mechanical engineering, occupational therapy, physical therapy, physical education, nutritional science, and many other subjects with a basic knowledge of biomechanics Students and self-motivated learners interested in biological, applied, exercise, sports, and health sciences should not be without this accessible guide to the fundamentals. Reflecting recent changes in the way cognition and the brain are studied, this thoroughly updated third edition of the best-selling textbook provides a comprehensive and student-friendly guide to cognitive neuroscience. Jamie Ward provides an easy-to-follow introduction to neural structure and function, as well as all the key methods and procedures of cognitive neuroscience, with a view to helping students understand how they can be used to shed light on the neural basis of cognition. The book presents an up-to-date overview of the latest theories and findings in all the key topics in cognitive neuroscience, including vision, memory, speech and language, hearing, numeracy, executive function, social and emotional behaviour and developmental neuroscience, as well as a new chapter on attention. Throughout, case studies, newspaper reports and everyday examples are used to help students understand the more challenging ideas that underpin the subject. In addition each chapter includes: Summaries of key terms and points Example essay questions 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, and presented in full-color including numerous illustrative materials, 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, biopsychology or brain and behavior. Those embarking on research will find it an invaluable starting point and reference. The Student's Guide to Cognitive Neuroscience, 3rd Edition is supported by a companion website, featuring helpful resources for both students and instructors. Explains the brain mechanisms behind caregiving and parenting and describes how parents can help regulate their emotions to best preserve their parent-child relationship and learn how to be a "good parent."