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a fascinating look at what's rattling around in your skull neuroscience for dummies introduces you to the mind boggling study of the human brain it tracks to the content of a typical introductory neuroscience class at the college level and it's perfect for anyone curious about what makes us tick new technologies and an explosion of

research have completely transformed our understanding of memory depression the mind body connection learning and genetics this updated edition still in classic beginner friendly dummies style covers the latest research advances and technologies in the field of neuroscience put some knowledge about the brain into your brain grasp the basic concepts and applications of neuroscience understand the brain s structure and function explore how the brain impacts memory learning and emotions discover how the brain is connected with other physical systems for students and general readers alike neuroscience for dummies is a great way to understand what s going on inside our heads

is my experience real or just a movie in my head am i no more than a super computer you are your brain neuroscientists tell us everything happens in there yet even the most sophisticated brain scan cannot tell us who we are nothing in our neurons remotely suggests the rich nature of our experience the colours sounds and smells that make up our lives when tim parks came across a radical new theory of consciousness he set on a quest that moves through one sparkling encounter after another to arrive at the deepest of questions what stuff exactly is consciousness made of and where is it inside or out an exceptionally witty and compelling look at the nature of consciousness parks is a delight to read iain mcgilchrist it has wit humanity and insight parks is an entertaining companion throughout mail on sunday

an essential guide to help you demystify the complex topic of neurobiology and jump into this fascinating scientific field neurobiology is a notoriously difficult subject but neurobiology for dummies explains the essentials in terms anyone can understand this fun and accessible book covers the fundamentals covering the anatomy physiology and pathology of the nervous system students in fields like neuroscience and pharmacology will get a complete overview of the molecular and cellular mechanisms of the nervous system making it easier to complete coursework and pass exams in introductory neurobiology courses in this updated edition fresh examples highlight the latest research so you ll be prepared with a current understanding of the science whatever your ultimate career destination this dummies guide will help you get neurobiology under your belt get easy to understand explanations of complex topics in neurobiology understand the latest breakthroughs in neurological disease treatments learn about the fascinating ways that the brain and body are interconnected supplement your neurobiology textbook and prepare for your exam this is the perfect resource for students majoring in neuroscience biology cognitive science medicine and beyond with neurobiology for dummies as a supplement you can sail through any introductory neurobiology course

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

there s never been a better time to be an author books like the harry potter series create a media phenomenon with people lining up and camping outside bookstores to purchase newly released titles yet book sales overall not just those of mega sellers are on the rise as more and more people seek knowledge and entertainment through reading the library of congress currently registers about 60 000 new titles for copyright each year 60 000 books by 60 000 authors imagine yourself as one getting your book published for dummies is your complete guide to realizing whatever gem of an idea you ve been carrying with you if you ve ever thought this would make a really good book be it the next great american novel or a guide to naming babies here s your chance to put pen to paper and find out written from both sides of the editor s desk by a widely published writer and a harpercollins veteran publisher this guide puts in your hand the advice you need to pick an idea approach the publisher craft proposals and queries work with agents or act as your own self publish negotiate a contract create the actual book sell your published book full of examples proposals query letters and war stories drawn from the authors extensive experience getting your book published for dummies shows you how to clear all the hurdles faced by today s writers freeing up precious time for you to refine your manuscript you ll get the inside scoop on titling your book major publishers smaller houses niche publishers university presses and spiritual and religious publishers the 12 elements of a successful nonfiction proposal how editors read queries submitting fiction publishing outside the box

and much more getting your book published for dummies is the clear a z handbook that makes the entire process plain and practicable you don t need to be a celebrity you don t need to be some kind of publishing insider all you need to do is write

this book reveals a remarkable paradox what your brain wants is frequently not what your brain needs in fact much of what makes our brains happy leads to errors biases and distortions which make getting out of our own way extremely difficult author david disalvo presents evidence from evolutionary and social psychology cognitive science neurology and even marketing and economics and he interviews many of the top thinkers in psychology and neuroscience today from this research based platform disalvo draws out insights that we can use to identify our brains foibles and turn our awareness into edifying action ultimately he argues the research does not serve up ready made answers but provides us with actionable clues for overcoming the plight of our advanced brains and consequently living more fulfilled lives

this single volume reference provides an alternative to traditional marketing research methods handbooks focusing entirely on the new and innovative methods and technologies that are transforming marketing research and practice including original contributions and case studies from leading global specialists this handbook covers many pioneering methods such as methods for the analysis of user and customer generated data including opinion mining and sentiment analysis big data neuroscientific techniques and physiological measures voice prints human computer interaction emerging approaches such as shadowing netnographies and ethnographies transcending the old divisions between qualitative and quantitative research methods this book is an essential tool for market researchers in academia and practice

you probably know that heart disease is the leading cause of death in america and that a heart attack is the most common form of heart disease but did you know that a significant risk factor for a heart attack is high cholesterol controlling cholesterol levels is a vital part of healthy living and it s easier than you might think to keep your cholesterol within safe boundaries reduce your risk of heart attack and improve your odds for a long healthy life if your doctor has told you that you need to get your cholesterol in check if you are concerned about all the fuss surrounding high cholesterol or if you re simply a health conscious individual controlling cholesterol for dummies is the book of choice for you filled with effective solutions for managing cholesterol levels from following a low fat diet to choosing an exercise regimen this friendly guide is a must have for achieving and maintaining healthy

cholesterol levels rating your risk of heart disease leading a cholesterol lowering lifestyle determining how low you should go improving your overall health you ll discover how to build a cholesterol lowering diet shed pounds the healthy way make your weight loss menus marvelous and keep track of calories without confusion controlling cholesterol for dummies also reveals the difference between good and bad cholesterol the lowdown on brand name diets how to cut cholesterol through prescription medications vitamins and supplements the added dangers of smoking and the benefits of alcohol in moderation of course how to find an exercise program you like and stick to it ways to cut back on saturated fats the top foods for lowering cholesterol and the foods you must avoid featuring ten important cholesterol sites ten nutrition sites the truth behind common cholesterol myths and a handy nutrition chart for several hundred everyday foods controlling cholesterol for dummies offers reasonable moderate strategies to help you reach your goal you won t turn into an anti cholesterol fanatic you ll simply gain the knowledge you need to lower your cholesterol levels and keep them that way

the role of a leader has changed drastically since scholars began theorizing about the modern leader contemporary society has and is continuing to evolve existing leadership theories need to adapt to be relevant to the expectations of leaders now that is new leadership theories emerge in their place this book presents new ideas in leadership in the 21st century context as well as new models that explain how individuals enact good leadership this book serves as an opportunity to critique or defend current understandings of leadership and propose new evidence based and theory driven insights into leadership leadership is understood as more complex than an individual influencing another within the broad domains of leadership there are leaders followers leadership processes followership processes teams dyads relationships and context each of these is critical in defining what it is to be a good leader in increasingly complex professional and personal environments this book will encourage authors to make compelling arguments not for how leadership is and has been but rather for how good leadership should be

readers are guided through the maze of computers e mail and the internet and are shown how to use technology to help any business succeed includes a cd rom filled with interactive software templates and samples

a visual guide to the human brain with stunning full color images suitable for all the family from age 10

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

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human behavior and decision making is subject to social and motivational influences such as emotions norms and self other regarding preferences the identification of the neural and psychological mechanisms underlying these factors is a central issue in psychology behavioral economics and social neuroscience with important clinical social and even political implications however despite a continuously growing interest from the scientific community the processes underlying these factors as well as their ontogenetic and phylogenetic development have so far remained elusive in this research topic we collect articles that provide challenging insights and stimulate a fruitful controversy on the question of what determines social behavior indeed over the last decades research has shown that introducing a social context to otherwise abstract tasks has diverse effects on social behavior on the one hand it may induce individuals to act irrationally for instance to refuse money but on the other hand it improves individuals reasoning in that formerly difficult abstract problems can be easily solved these lines of research led to distinct although not necessarily mutually exclusive models for socially driven behavioral changes for instance a popular theoretical framework interprets human behavior as a result of a conflict between cognition and emotion with the cognitive system promoting self interested choices and the emotional system triggered by the social context operating against them other theories favor social norms and deontic heuristics in biasing human reasoning and encouraging choices that are sometimes in conflict with one's interest few studies attempted to disentangle between these as well as other models as a consequence although insightful results arise from specific domains tasks a comprehensive theoretical framework is still missing furthermore studies employing neuroimaging techniques have begun to shed some light on the neural substrates involved in social behavior implicating consistently although not exclusively portions of the limbic system the insular and the prefrontal cortex in this context a challenge for present research lies not only in further mapping the brain structures implicated in

social behavior or in describing in detail the functional interaction between these structures but in showing how the implicated networks relate to different theoretical models this is research topic hosted by members of the swiss national center of competence in research affective sciences emotions in individual behaviour and social processes we collected contributions from the international community which extended the current knowledge about the psychological and neural structures underlying social behavior and decision making in particular we encouraged submissions from investigators arising from different domains psychology behavioral economics affective sciences etc implementing different techniques behavior electrophysiology neuroimaging brain stimulations on different populations neurotypical adults children brain damaged or psychiatric patients etc animal studies are also included as the data reported are of high comparative value finally we also welcomed submissions of meta analytical articles mini reviews and perspective papers which offer provocative and insightful interpretations of the recent literature in the field

referred to as the gold standard in pediatric neurology the third edition of this two volume reference has been updated expanded and reorganized to include the latest in treatment of epilepsy seizures and drug therapies coma head injuries as well as genetics and their related metabolic conditions with detailed coverage from birth to adolescence content is accessible from four directions history and physical exams lab tests signs and symptoms and disease new coverage includes the latest imaging technologies guidelines for evaluation dsm iv and a chapter on how to best utilize the internet and other information service providers

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

unlock the astonishing secrets of how your brain remembers learns and thinks explained simply for anyone curious about the mind have you ever wondered how fleeting moments transform into lasting memories or why practice truly makes perfect this essential guide takes you on a captivating journey through the marvels of neuroscience illuminating the science behind how you think learn and remember with absolutely zero jargon or confusing medical terms what's inside from neurons to networks dive into the fascinating building blocks of the brain discover how tiny electrical sparks leap across synapses and reveal how patterns form the roots of learning the science of memory explore why you can remember a favorite song for years but forget a fact in minutes understand how short term memory working memory and long term memory all play different roles and what makes a memory last learning unlocked grasp hebbian learning long term potentiation and why cells that fire together wire together see practical conceptual examples like how repeating an idea or skill rewires your brain for mastery cognition demystified see how attention selects your focus in a noisy room why your mind can only juggle so many ideas at once and how the brain creates mental maps to never get lost emotion decision and control decode how the amygdala colors memory with emotion how dopamine shapes your drive to learn and why your decisions are influenced by invisible brain circuits whether you're a student just starting out a lifelong learner or a professional craving foundational knowledge this step by step guide brings clarity to even the brain's trickiest mysteries perfect for self study homeschooling or as a first textbook for psychology nursing and pre med students imagine effortlessly explaining how neural pathways change every time you study what's really happening when you remember a childhood birthday how the brain encodes new languages or skills the difference between implicit and explicit memory why sleep turbocharges your learning overnight you'll finish this book able to explain core neuroscience concepts in your own words and with a new appreciation for the brain's boundless powers begin your exploration of memory learning and cognition today

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