

The Mind's Machine



Foundations of Brain and Behavior

SECOND EDITION

Neil V. Watson • S. Marc Breedlove



Synopsis

The Mind's Machine, introduced in 2012, was written to impart the core concepts of behavioral neuroscience to students in a diverse range of disciplines, including not only psychology and the other life sciences, but art, philosophy, media studies, linguistics, and the like. Through the use of streamlined text, full-color art, novel pedagogical features, and real-life examples and analogies, the book succeeded in engaging students new to neuroscience without sacrificing accuracy. Put to the test by faculty and students, The Mind's Machine proved itself to be accessible and reader-friendly--not to mention affordably priced--and the Second Edition is no less so. If you are teaching a brain and behavior, biopsychology, or physiological psychology course, you will want to consider this book!

KEY FEATURES

NEW! Signs and Symptoms This new feature highlights important clinical issues related to the chapter topics that apply behavioral neuroscience to the study of clinical disorders.

Vignettes Each chapter begins with a gripping vignette relating the material that follows to a real-life situation.

Visual Summary A graphic layout helps organize the material, and directs students to the figures that reinforce each point. Bold-faced key terms, callouts to pertinent figures, and references to the Companion Website are provided.

Parts Larger, standalone "Parts" of chapters are written discretely to maximize flexibility in assigning readings.

Marginal Glossary Bold-faced terms are defined in the margins of the text to help students identify and learn key terminology as they read.

Researchers at Work Important discoveries are explained and illustrated to highlight the process of experimentation and hypothesis testing.

QR Codes Using their smartphones, students can instantly access support material from the Companion Website, such as animations, activities, and videos to further explain topics.

Color Art The figures are beautifully drawn to aid students' understanding of biological processes. Concisely labeled and explained, the figures are one of the strongest pedagogical features in the text.

Boxes Boxes describe interesting applications, important methods, sidelights, historical perspectives, or refreshers on theoretical concepts.

A Step Further This feature offers additional, more advanced material for an instructor who wants to make certain topics more challenging or for students who want to know more.

"How's it going?" Questions At the end of each section are review questions to help students organize and rehearse what they've learned from the text.

Photographs Photographs show students "real-life" examples of concepts and topics.

Book Information

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Customer Reviews

"The writing style is great--almost like you are having a conversation with someone rather than reading a textbook." --Joseph H. Porter, Virginia Commonwealth University
"The students' response was very positive. They found the writing very clear, the visual summaries very helpful, and the animations particularly supportive of their studying efforts. Students also commented positively on the availability of the textbook in electronic format; in addition, they really liked the textbook's website." --Evangelia Chrysikou, University of Kansas
"This is an inexpensive yet comprehensive book." --Carmen Westerberg, Texas State University

Neil V. Watson and the members of his lab at Simon Fraser University in Vancouver, Canada study sex-related aspects of the structure and function of the nervous system, with ongoing grant support from the Natural Sciences and Engineering Research Council of Canada. His research, which spans from the effects of hormones and pollutants on the structure of the nervous system to the relationships among social factors, cognition, and steroids in humans, has appeared in a variety of journals, including the Journal of Neuroscience, the Proceedings of the National Academy of Science, and Brain Research. Dr. Watson received his undergraduate and master's degrees from the University of Western Ontario and his Ph.D. from the University of British Columbia. Following a postdoctoral fellowship at the University of California, Berkeley, he joined the faculty at SFU in 1996 where he is now Professor of Behavioral Neuroscience and Chair of Psychology. He teaches biological psychology to hundreds of undergraduate and graduate students each year. S. Marc Breedlove, the Barnett Rosenberg Professor of Neuroscience at Michigan State University, has

written over 130 scientific articles investigating the role of hormones in shaping the developing and adult nervous system, publishing in journals including Science, Nature, Nature Neuroscience, and the Proceedings of the National Academy of Science. He is also passionate about teaching--in the classroom, and in the greater community through interviews with the Washington Post, Los Angeles Times, New York Times, and Newsweek, as well as broadcast programs such as All Things Considered, Good Morning America, and Sixty Minutes. He has active grant support from the National Institute of Neurological Disorders and Stroke and the National Institute of Mental Health. Dr. Breedlove is a Fellow of the American Association for the Advancement of Science and the Association for Psychological Science.

It is exactly as it appears to be.

Very good condition!

Good book to explain the physiological functions of the nervous system. It would be helpful to have a little biology background or knowledge prior to delving into this book.

I purchased this for a course I am auditing.

Thank you so much for the opportunity for me to get the mind switching it out got so much it was very informative and might even buy the book myself

Great book ã Â Â^Â•

It was a dry read for me, I couldnt really engage with the book.

Book is in great shape. But, somewhat difficult to read for someone without a foundation in neuroscience.

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