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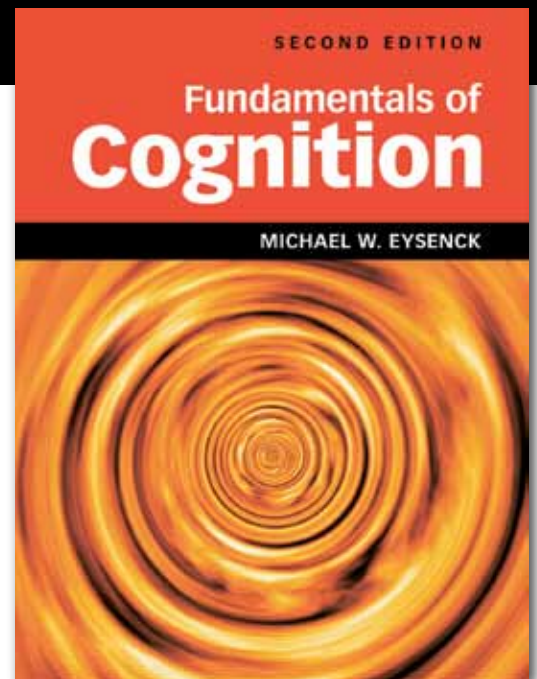
Fundamentals of Cognition

2nd Edition

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by MICHAEL W. EYSENCK

- **Comprehensive coverage** of all key areas of cognition, ideal for undergraduate students
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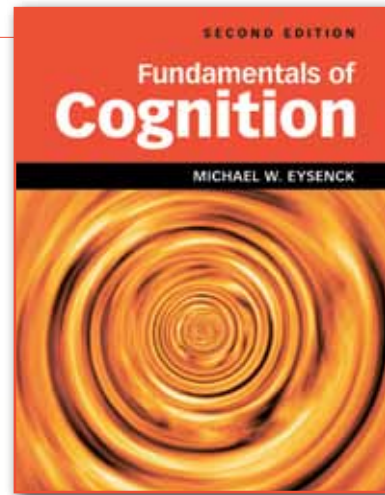
"Eysenck covers all of the standard material for an undergraduate level course in cognitive psychology, authoritatively and engagingly." - Bruce Bridgeman, Professor of Psychology and Psychobiology, University of California Santa Cruz, USA

Is it possible to learn something without being aware of it?

How does emotion influence the way we think?

How can we improve our memory?

Fundamentals of Cognition, 2nd Edition, is a basic, reader-friendly introduction to the key cognitive processes we use to interact successfully with the world around us. Our abilities in attention, perception, learning, memory, language, problem solving, thinking, and reasoning are all vitally important in enabling us to cope with everyday life. Understanding these processes through the study of cognitive psychology is essential for understanding human behavior.



This new edition has been extensively updated and revised, with an emphasis on making it even more accessible for introductory students. Several new textbook features, including 'In the Real World' case studies, and research activities, make it easy for students to engage fully with the material. The book includes comprehensive coverage of all the key topics in cognition, and provides a perfect balance between traditional approaches to cognition and cutting-edge cognitive neuroscience and cognitive neuropsychology. It is the most up-to-date textbook in cognitive psychology, and now includes a substantial amount of research from the last five years.

The book has been written very much with introductory-level students in mind, and can be read with ease by those with no previous knowledge of cognitive psychology. However, it also includes directions for more detailed and advanced study. This excellent overview will be essential reading for all students of cognitive psychology and related areas such as clinical psychology.

Instructors who adopt the book will be able to access a wealth of online teaching resources.

The online resources accompanying this book are in new IET format. See the inside back cover of this brochure for details.

ABOUT THE AUTHOR

Michael W. Eysenck is one of the best-known psychologists in Europe. He is Professor of Psychology at Royal Holloway University of London, one of the leading psychology departments in the United Kingdom. Altogether he has written more than 35 books and over 150 articles and book chapters.

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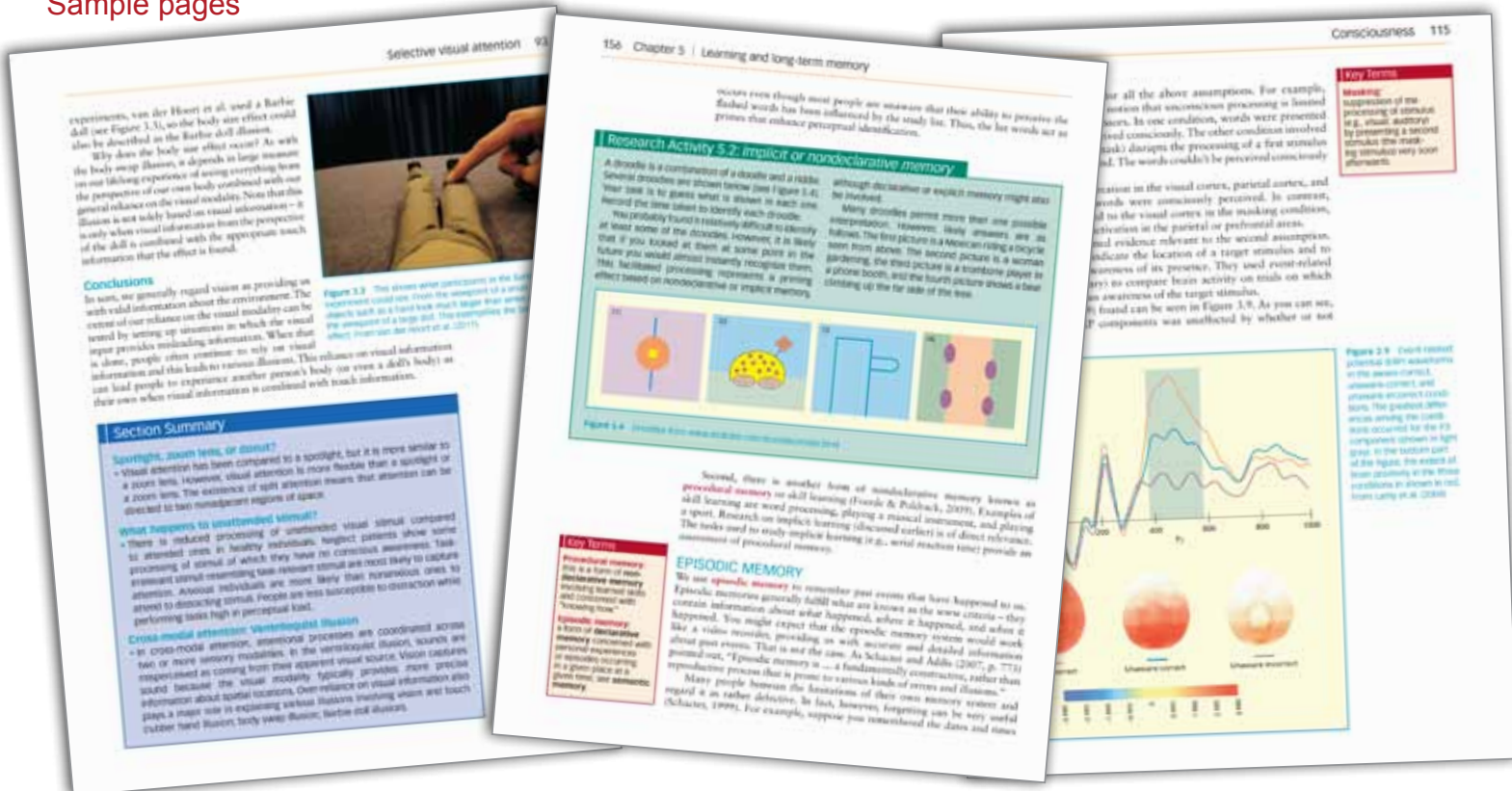
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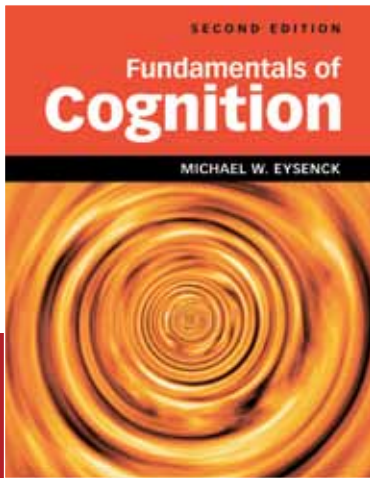


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FUNDAMENTALS OF COGNITION

Michael W. Eysenck

2nd Edition

"This book is ideal for those looking for a readable introduction to the key ideas that have driven the development of cognitive psychology. Every chapter includes classic papers and brand new research findings. The book's structure, with overviews, demonstrations for the reader to try on themselves, real world applications, and section summaries, makes it a model text."

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