

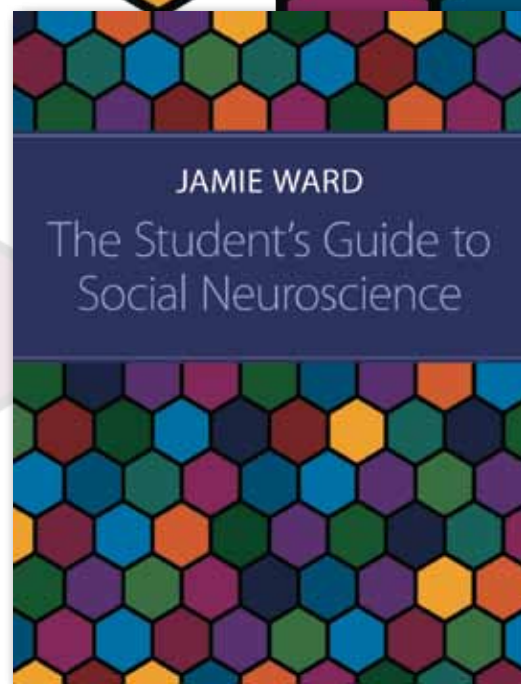
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by Jamie Ward

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"I stopped using textbooks more than a decade ago, but that's about to change. Given that Ward's is the very first textbook focusing on social neuroscience, I am extremely impressed. It will be the best around for years to come. It is current, broad, and precise. The writing style will be accessible to undergraduates, graduates, and even professors. It is the perfect introduction to this exciting new field."

- Matthew D. Lieberman, Professor of Psychology, Psychiatry and Biobehavioral Sciences, University of California, Los Angeles

Social neuroscience is an expanding field which, by investigating the neural mechanisms that inform our behavior, explains our ability to recognize, understand, and interact with others.

Concepts such as trust, revenge, empathy, prejudice, and love are now being explored and unraveled by the methods of neuroscience.

Many researchers believe that evolutionary expansion of the primate and human brain was driven by the need to deal with social complexity, not only to understand and outwit our peers, but to take advantage of the benefits of cooperative living.

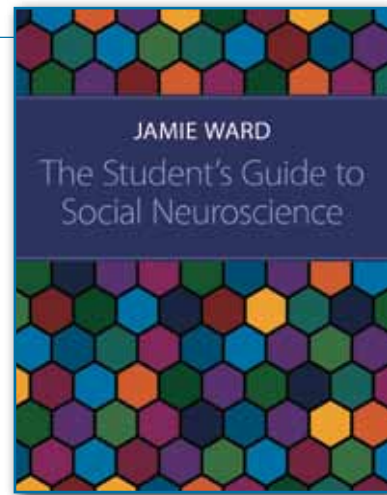
But what kind of brain-based mechanisms did we end up with? Special routines for dealing with social problems, or more general solutions that can be used for non-social cognition too?

How are we able to sacrifice our own self-interests to respond to the needs of others? How do cultural differences in the organization of society shape individual minds (and brains), and does the brain provide constraints on the possible range of cultural permutations?

The Student's Guide to Social Neuroscience explores and explains these big issues, using accessible examples from contemporary research.

The first book of its kind, this engaging and cutting-edge text is an ideal introduction to the methods and concepts of social neuroscience for undergraduate and postgraduate students in fields such as psychology and neuroscience.

- Each chapter is richly illustrated in attractive full-color, with figures, boxes and 'real-world' implications of research.
- Numerous pedagogical features help students engage with the material, including essay questions, summary and key points, and further reading.
- This book is accompanied by substantial online resources in IET format. See the inside back-cover of this brochure for details.



ABOUT THE AUTHOR

Dr Jamie Ward is an Associate Professor at the University of Sussex, UK. He has published over 60 scientific papers and several books including *The Student's Guide to Cognitive Neuroscience* (now in its second edition) and *The Frog who Croaked Blue: Synesthesia and the Mixing of the Senses*. He is the editor-in-chief of *Cognitive Neuroscience*, a journal from Psychology Press.

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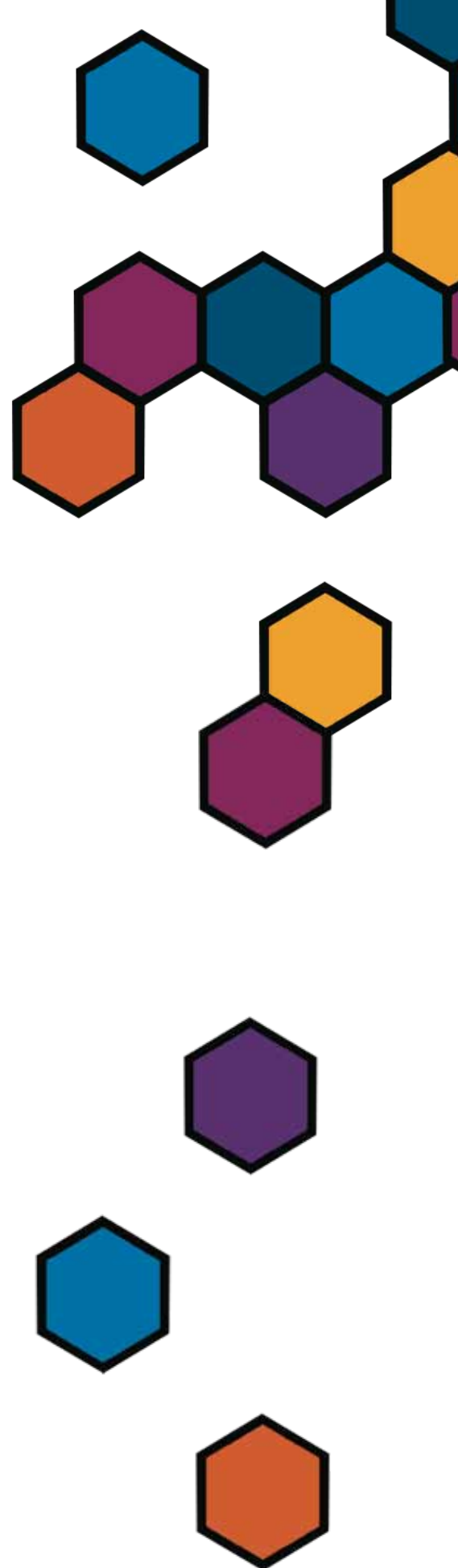
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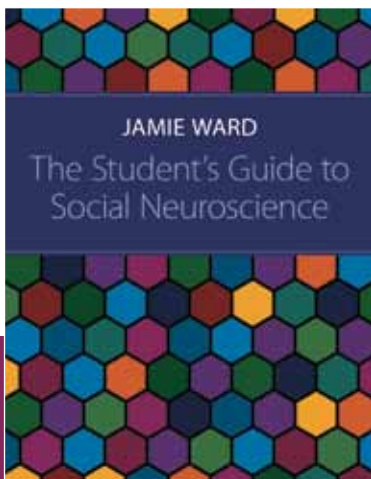
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"The first book of its kind, this well-written and accessible text provides a compelling introduction to many of the fascinating questions, methods, and findings in the burgeoning field of social neuroscience."

- John T. Cacioppo, Professor and Director of the Center for Cognitive and Social Neuroscience, University of Chicago

"As a graduate student in social neuroscience, I found this an outstanding compendium of both the foundational concepts and the most essential cutting-edge developments in this exciting new field."

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