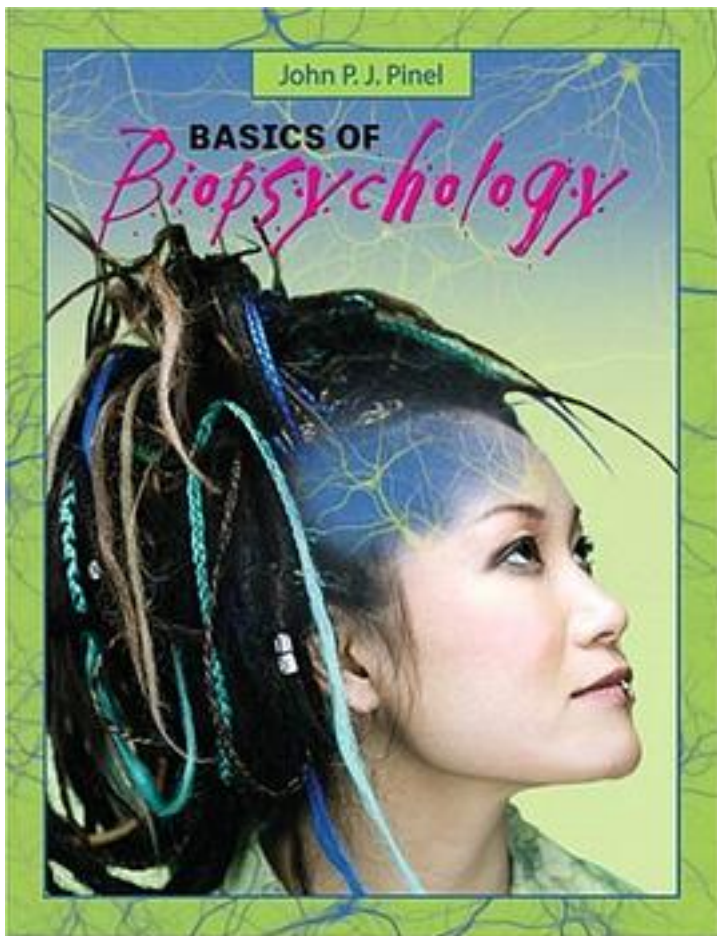


Basics of Biopsychology



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Basics of Biopsychology is a unique combination of science and personal reader-oriented discourse weaving the fundamentals of the field with clinical case studies, social issues, personal implications and humorous anecdotes. It is a friendly

mentor that speaks directly to students. Basics of Biopsychology conveys the excitement of scientific inquiry for students with little background in the biological sciences. Pedagogy facilitates the acquisition and retention of information with an emphasis on clear thinking and a youthful design that will immediately attract and engage students, lots of interest-generating photos and illustrations, and chapter-ending visual summaries. It also offers a convenient organization with 5 sections of 3 chapters each. Unique Features *Places a strong emphasis on behavior. Social issues are presented in a fashion that makes them relevant to the students; sex, hunger, sleep, and drug addiction are topics that are presented in a balanced, and often humorous, manner. * Emphasizes four themes - "Thinking Clearly," "Clinical Implications," "The Evolutionary Perspective," and "Cognitive Neuroscience" - that are integral to each chapter and that are highlighted throughout by marginal icons. *Effectively stimulates interest, illustrates key concepts, and emphasizes clinical applications with numerous case studies woven through the text. *Embraces diversity and stresses that the success of biopsychological research often results from the convergence of its diverse approaches. *Also includes Beyond the Brain and Behavior CD-ROM.

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