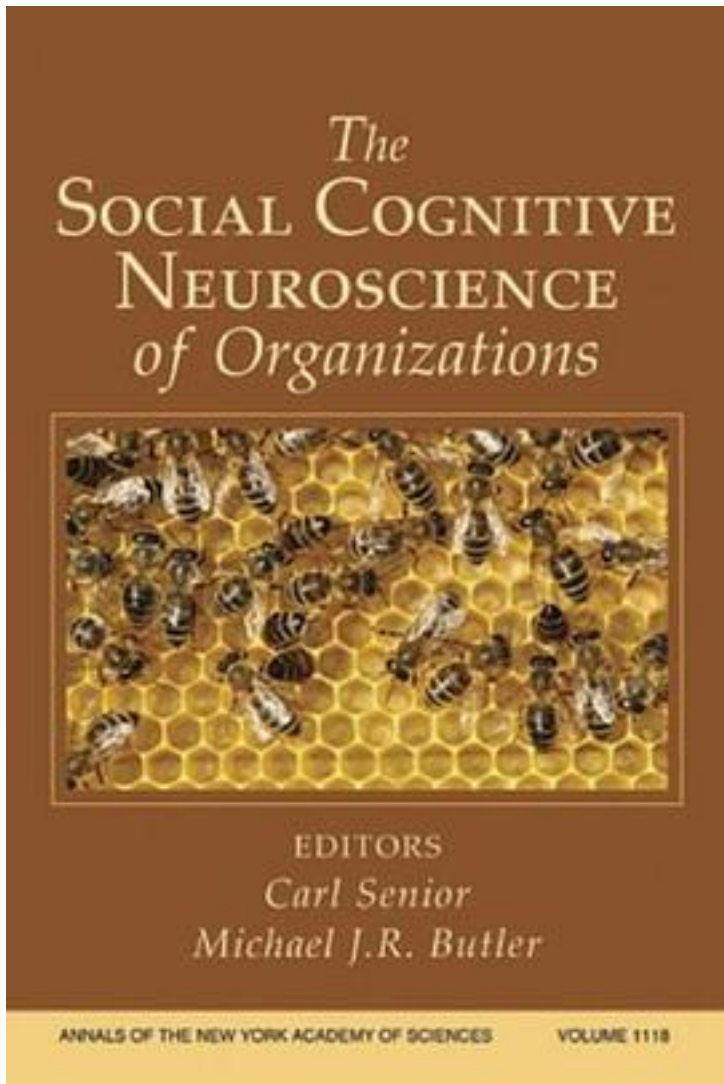


The Social Cognitive Neuroscience of Organizations



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出版者:Blackwell Pub

出版时间:2008-1

装帧:Pap

isbn:9781573316989

Social cognitive neuroscience is an emerging branch of cognitive neuroscience that bridges together social psychology and neuroscience. At its core is an understanding of the relationship between the brain and social interaction. The social cognitive neuroscientist places empirical endeavor within a three-stage framework, and questions falling under the SCN rubric undergo interrogation at each of these three levels. Firstly, we seek to understand a neuroscience of social interactions at the social level. Here we need to understand the motivational and other social factors that drive our behavior and experience in the real world. It goes without saying that any study of the cognitive neuroscience of socially interactive behavior must first be informed by social psychological theory to maintain ecological validity. Second, the social cognitive neuroscientist must be an adroit cognitive psychologist and be able to examine interactive behavior from the cognitive level. It is here that information-processing models and theories are applied to the understanding of our social behavior. Finally, studies at the neural level seek to inform us about the cortical structures, as well as the way they interact with other, in the mediation of the previous cognitive level. This volume brings together contributions from leading thinkers in both the social cognitive neurosciences and business to provide a comprehensive introduction and overview of a social cognitive neuroscience of the business brain. NOTE: Annals volumes are available for sale as individual books or as a journal. For information on institutional journal subscriptions, please visit www.blackwellpublishing.com/nyas. ACADEMY MEMBERS: Please contact the New York Academy of Sciences directly to place your order (www.nyas.org). Members of the New York Academy of Science receive full-text access to the Annals online and discounts on print volumes. Please visit <http://www.nyas.org/MemberCenter/Join.aspx> for more information about becoming a member

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