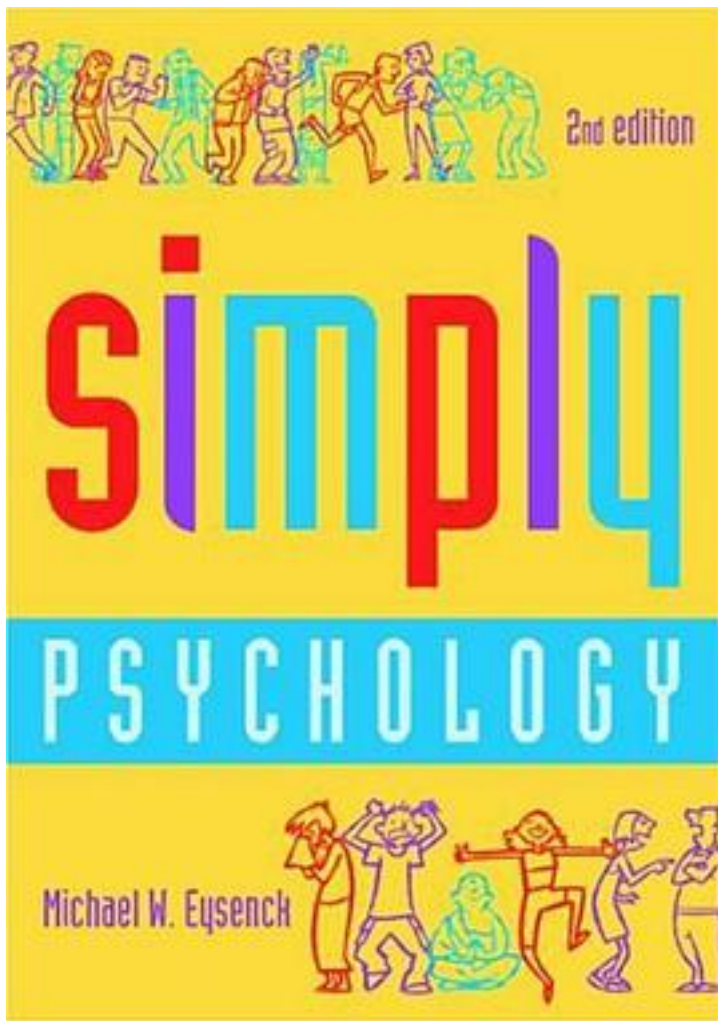


Simply Psychology



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The second edition of Simply Psychology aims to give a comprehensive account of the

subject to those with little or no previous knowledge. As with the first edition, the book covers the main areas of psychology - biological, cognitive, social, developmental and individual differences. Some of the topics covered in these sections include Emotion, Memory, Sex and Gender, Intelligence, and Personality. Each chapter includes a Personal Viewpoint from the author, to encourage the reader to reflect on their own experiences and how these relate to the findings of psychologists. The book also includes a unique chapter on Effective Learning, which is designed to help students in their approach to studying. Michael Eysenck has again provided an exceptionally clear and accessible introduction to psychology. The book incorporates many specially designed features to assist the reader, such as:

key term definitions, chapter summaries and further reading sections

numerous figures, tables and cartoons to illustrate principles described in the text

essay questions and self-assessment exercises in each chapter to assist learning

a user-friendly clearly sign-posted layout. Simply Psychology more than lives up to its title. It approaches psychology in a simple but engaging manner and provides a fascinating introduction to the discipline. It will be ideal for any student new to psychology, including those studying psychology within education, nursing and other healthcare professions.

作者介绍:

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