



Essentials of Cognitive Neuroscience

By Bradley R. Postle

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Essentials of Cognitive Neuroscience guides undergraduate and early-stage graduate students with no previous neuroscientific background through the fundamental principles and themes in a concise, organized, and engaging manner.

- Provides students with the foundation to understand primary literature, recognize current controversies in the field, and engage in discussions on cognitive neuroscience and its future
- Introduces important experimental methods and techniques integrated throughout the text
- Assists student comprehension through four-color images and thorough pedagogical resources throughout the text
- Accompanied by a robust website with multiple choice questions, experiment videos, fMRI data, web links and video narratives from a global group of leading scientists for students. For Instructors there are sample syllabi and exam questions

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Editorial Review

Review

Postle's *Essentials of Cognitive Neuroscience* invites the reader to join in the scientific exploration of mind and brain. The field is presented, not just as a collection of facts, but as an approach to answering enduring questions about how experience, thought, and behavior arise from activity in the brain. The student becomes, not just a bystander, but a participant in the process of scientific discovery.—**Jay McClelland, Director, Center for Mind Brain and Computation, Stanford University**

This highly readable textbook provides a concise, easily accessible and up-to-date introduction to the field of cognitive neuroscience.—**John-Dylan Haynes, Bernstein Center for Computational Neuroscience, Charité Berlin, Germany**

Cognitive neuroscience is an exceptionally exciting and rapidly advancing field in which progress is made through research diverse approaches in animals as well as humans. Brad Postle articulates the essential knowledge of this field in a masterful synthesis that will guide a new generation of students in appreciating that progress in understanding how the brain generates 'thought'.—**Howard Eichenbaum, Center for Memory and Brain, Boston University**

This is a brilliantly written and beautifully illustrated book charting the breadth and depth of cognitive neuroscience from its historical roots to the hottest controversies in the field today. If you think you know everything about cognitive neuroscience then this book will show you that you're wrong. And if you are just getting going, then this is the perfect place to start.—**Adrian M. Owen, The University of Western Ontario, Canada**

From the Back Cover

Essentials of Cognitive Neuroscience guides undergraduate students with no previous scientific background through the fundamental principles and themes in a concise, organized, and engaging manner. It is designed to provide students with a foundation to understand primary literature, recognize current controversies in the field, and engage in discussions on cognitive neuroscience and its future.

Presented in full color, it contains a range of pedagogical features to aid student learning and understanding. Unique to this text, important experimental methods and techniques are introduced in individual *Methodology* boxes throughout the text, tying them explicitly to the scientific questions that motivate their use. The text is accompanied by a robust website with resources for students and instructors, including a 3-D interactive brain model, multiple choice and essay questions, PowerPoint slides, learning objectives, flashcards, web resources, experiment videos, fMRI data, and innovative video narratives in which key points from each chapter are explained by experts in these areas of research.

Providing fundamental knowledge without an avalanche of overwhelming data, this textbook prepares students to understand and discuss the dynamic field of cognitive neuroscience in the 21st century.

About the Author

Bradley R. Postle is Professor of Psychology and Psychiatry at the University of Wisconsin-Madison. He has taught cognitive neuroscience to undergraduates for many years and published over 75 scientific journal articles and chapters on the cognitive neuroscience of memory. He is Associate Editor of the *Journal of Cognitive Neuroscience*, and has previously served in this capacity at the journals *NeuroImage* and *Cortex*.

Users Review

From reader reviews:

Florence Whitney:

Essentials of Cognitive Neuroscience can be one of your beginning books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining however delivering the information. The writer giving his/her effort to place every word into satisfaction arrangement in writing Essentials of Cognitive Neuroscience nevertheless doesn't forget the main stage, giving the reader the hottest and based confirm resource details that maybe you can be one among it. This great information could drawn you into new stage of crucial considering.

Dick McAlister:

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