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Neurobiology For Dummies. breaks down the specifics of the topic in a fun, easy-to-understand manner. The book is perfect for students in a variety of scientific fields ranging from neuroscience and biology to pharmacology, health science, and more. With a complete overview of the molecular and cellular mechanisms of the nervous system, this ...

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Neuro-linguistic Programming For Dummies Cheat Sheet By Romilla Ready, Kate Burton Neuro-linguistic programming (NLP) is about increasing your options instead of being restricted by your experience and saying, ' this is the way I do things, and this is how it has to be. '

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function. Simply put, the human brain is an endlessly fascinating subject: it holds the secrets to your personality, use of language, memories, and the way your body operates. In just the past few years alone, exciting new technologies and an explosion of knowledge have transformed the field of neuroscience—and this friendly guide is here to serve as your roadmap to the latest findings and research. Packed with new content on genetics and epigenetics and increased coverage of hippocampus and depression, this new edition of *Neuroscience For Dummies* is an eye-opening and fascinating read for readers of all walks of life. Covers how gender affects brain function Illustrates why some people are more sensitive to pain than others Explains what constitutes intelligence and its different levels Offers guidance on

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improving your learning What is the biological basis of consciousness? How are mental illnesses related to changes in brain function? Find the answers to these and countless other questions in Neuroscience For Dummies, 2nd Edition

The approachable, comprehensive guide to neurobiology Neurobiology rolls the anatomy, physiology, and pathology of the nervous system into one complex area of study. Neurobiology For Dummies breaks down the specifics of the topic in a fun, easy-to-understand manner. The book is perfect for students in a variety of scientific fields ranging from neuroscience and biology to pharmacology, health science, and more. With a complete overview of the molecular and cellular mechanisms of the nervous system,

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this complete resource makes short work of the ins and outs of neurobiology so you can understand the details quickly. Dive into this fascinating guide to an even more fascinating subject, which takes a step-by-step approach that naturally builds an understanding of how the nervous system ties into the very essence of human beings, and what that means for those working and studying in the field of neuroscience. The book includes a complete introduction to the subject of neurobiology. Gives you an overview of the human nervous system, along with a discussion of how it's similar to that of other animals Discusses various neurological disorders, such as strokes, Alzheimer's disease, Parkinson's disease, and schizophrenia Leads you through a point-by-point approach to describe the science of perception, including how we

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think, learn, and remember Neurobiology For Dummies is your key to mastering this complex topic, and will propel you to a greater understanding that can form the basis of your academic and career success.

Learn how to use neuromarketing and understand the science behind it. Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? NeuroMarketing For Dummies goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really

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Mastering the latest fitness craze-keeping your brain healthy at any age Judging from the worldwide popularity of the brain game, Nintendo DS, and such mind-bending puzzles as SuDoku and KenKen®, keeping one's mind as limber as an Olympic athlete is an international obsession. With forecasters predicting over a million people with dementia by 2025, today's young and senior population have a vested interest in keeping their grey matter in the pink for as long as possible. Training Your Brain For Dummies is an indispensable guide to every aspect of brain fitness-and keeping your mind as sharp, agile, and creative for as long as you can. Whether you want to hone your memory, manage stress and anxiety, or simply eat brain healthy food, this guide will help you build brain health into your everyday life.

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Includes verbal, numerical and memory games, brain games to play on the move, tips on the best day-to-day habits, and long-term mental fitness techniques Offers ten key brain training basics, tips on brain training through one's lifetime, and improving long- and short-term memory Includes advice on improving creativity, developing a positive mindset, and reaping the rewards of peace and quiet With tips on mind/body fitness, Training Your Brain For Dummies is a must-have guide for anyone, at any age, for keeping one's mind-and quality of life-in peak condition.

Reflecting recent changes in the way cognition and the brain are studied, this thoroughly updated third edition of the best-selling textbook provides a comprehensive and student-

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friendly guide to cognitive neuroscience. Jamie Ward provides an easy-to-follow introduction to neural structure and function, as well as all the key methods and procedures of cognitive neuroscience, with a view to helping students understand how they can be used to shed light on the neural basis of cognition. The book presents an up-to-date overview of the latest theories and findings in all the key topics in cognitive neuroscience, including vision, memory, speech and language, hearing, numeracy, executive function, social and emotional behaviour and developmental neuroscience, as well as a new chapter on attention. Throughout, case studies, newspaper reports and everyday examples are used to help students understand the more challenging ideas that underpin the subject. In addition each chapter includes:

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Summaries of key terms and points Example essay questions Recommended further reading Feature boxes exploring interesting and popular questions and their implications for the subject. Written in an engaging style by a leading researcher in the field, and presented in full-color including numerous illustrative materials, this book will be invaluable as a core text for undergraduate modules in cognitive neuroscience. It can also be used as a key text on courses in cognition, cognitive neuropsychology, biopsychology or brain and behavior. Those embarking on research will find it an invaluable starting point and reference. The Student 's Guide to Cognitive Neuroscience, 3rd Edition is supported by a companion website, featuring helpful resources for both students and instructors.

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You're no idiot, of course. You know your own mind, but when it comes to understanding what's really going on in your head - all those synapses, all those neurones - you feel like you're just about brain-dead! Don't let it unnerve you! 'The Complete Idiot's Guide to Understanding the Brain' proves that you don't need to be a genius to be in the know, and gives you lots of fun stuff to think about, too. In this 'Complete Idiot's Guide', you get: -The history of human knowledge of the brain. -Insights into what causes brain disorders and how best to treat them. -Thoughtful tips about the many different ways we learn new information.

This award-winning science book uses the latest findings

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from neuroscience research and brain-imaging technology to take you on a journey into the human brain. CGI illustrations and brain MRI scans reveal the brain's anatomy in unprecedented detail. Step-by-step sequences unravel and simplify the complex processes of brain function, such as how nerves transmit signals, how memories are laid down and recalled, and how we register emotions. The book answers fundamental and compelling questions about the brain: what does it mean to be conscious, what happens when we're asleep, and are the brains of men and women different? This is an accessible and authoritative reference book to a fascinating part of the human body. Thanks to improvements in scanning technology, our understanding of the brain is changing quickly. Now in its third edition, The

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Human Brain Book provides an up-to-date guide to one of science's most exciting frontiers. With its coverage of more than 50 brain-related diseases and disorders--from strokes to brain tumors and schizophrenia--it is also an essential manual for students and healthcare professionals.

British Medical Association Book Award Winner - Student Textbook of the Year 2018 Everything you need to know about Neuroanatomy and Neuroscience ... at a Glance!
Neuroanatomy and Neuroscience at a Glance is a highly illustrated, quick reference guide to the anatomy, biochemistry, physiology and pharmacology of the human nervous system. Each chapter features a summary of the anatomical structure and function of a specific component of

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the central nervous system, a section on applied neurobiology outlining how to approach a patient with neurological or psychiatric problems aligned to the chapter topic, standard diagnostic procedures for most common scenarios, as well as an overview of treatment and management options. This fully updated and expanded new edition includes: Dozens of full-page, colour illustrations and neurological scans Expanded coverage of techniques to study the nervous system More practical information on the neurological exam New content on neuropharmacology and drug therapies Bullet points and bold terms throughout assist with revision and review of the topic Neuroanatomy and Neuroscience at a Glance is the ideal companion for students embarking on a neuroanatomy or neuroscience

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course, and is an excellent reference tool for those in clinical training. An updated companion website with new clinical cases, multiple choice self-assessment questions, revision slides, and downloadable illustrations and flashcards is available at www.ataglanceseries.com/neuroscience

It has been remarked that if the brain were so simple we could understand it, we would be so simple we couldn't. However, as the authors of this accessible guide demonstrate, there are at least some things we do understand about the brain, and this knowledge can shed new light on our conception of ourselves and the workings of our minds. Covering crude ancient neuroscience, sleep, language and even philosophical questions about the nature

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of consciousness, this lively and entertaining introduction assumes no previous scientific knowledge and will fascinate readers of all backgrounds.

A textbook for students with limited background in mathematics and computer coding, emphasizing computer tutorials that guide readers in producing models of neural behavior. This introductory text teaches students to understand, simulate, and analyze the complex behaviors of individual neurons and brain circuits. It is built around computer tutorials that guide students in producing models of neural behavior, with the associated Matlab code freely available online. From these models students learn how individual neurons function and how, when connected,

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neurons cooperate in a circuit. The book demonstrates through simulated models how oscillations, multistability, post-stimulus rebounds, and chaos can arise within either single neurons or circuits, and it explores their roles in the brain. The book first presents essential background in neuroscience, physics, mathematics, and Matlab, with explanations illustrated by many example problems. Subsequent chapters cover the neuron and spike production; single spike trains and the underlying cognitive processes; conductance-based models; the simulation of synaptic connections; firing-rate models of large-scale circuit operation; dynamical systems and their components; synaptic plasticity; and techniques for analysis of neuron population datasets, including principal components

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analysis, hidden Markov modeling, and Bayesian decoding. Accessible to undergraduates in life sciences with limited background in mathematics and computer coding, the book can be used in a “flipped” or “inverted” teaching approach, with class time devoted to hands-on work on the computer tutorials. It can also be a resource for graduate students in the life sciences who wish to gain computing skills and a deeper knowledge of neural function and neural circuits.

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