



Cognitive Psychology: Connecting Mind, Research and Everyday Experience

E. Bruce Goldstein

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Connecting the study of cognition to everyday life in an unprecedented way, Bruce Goldstein's COGNITIVE PSYCHOLOGY gives equal treatment to both the landmark studies and the cutting-edge research that define this fascinating field. The text employs a wealth of concrete examples and illustrations that will help students understand the theories of cognition -- driving home both the scientific importance of the theories and their relevance to students' daily lives. Students will leave this text with a true understanding of the "behind the scenes" activity that happens in the mind when humans do such seemingly simple activities as perceiving, remembering, or thinking. Goldstein's coverage also focuses on the behavioral and physiological approaches to cognition by including physiological materials in every chapter. To help students further experiment with the concepts discussed in the text, free pincode access to CogLab: The Online Cognitive Psychology Laboratory is automatically packaged with every new copy of the text. Students also automatically receive the Concept Maps with CogLab Online Manual. The manual includes 60 "Concept Maps," which present the major concepts in the text using a visual approach that will help students remember the material.

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