

Cognitive Psychology

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With an accessible, easy-to-understand writing style, COGNITIVE PSYCHOLOGY, Sixth Edition will give you the tools you need to be successful in the course! This book covers cognitive neuroscience, attention and consciousness, perception, memory, knowledge, representation, language, problem solving and creativity, decision making and reasoning, cognitive development, and intelligence. A review of key themes at the end of every chapter will help you spend more time studying important information and less time trying to figure out what you need to know. The author provides a "from lab to life" approach that covers theory, lab and field research, and applications to everyday life.

Robert J. Sternberg is Professor of Human Development and a member of the Graduate Field in Psychology at Cornell University. Formerly, he was IBM Professor of Psychology and Education in the Department of Psychology at Yale University, where he also was director of the Center for the Psychology of Abilities, Competencies, and Expertise. Dr. Sternberg received his B.A. from Yale and his Ph.D. in Psychology from Stanford University. He also holds 13 honorary doctorates. He has received numerous awards, including the James McKeen Cattell Award from the American Psychological Society; the Early Career and McCandless Awards from the APA; and the Outstanding Book, Research Review, Sylvia Scribner, and Palmer O. Johnson Awards from the AERA. Dr. Sternberg has served as President of the American Psychological Association and of the Eastern Psychological Association and is currently Immediate Past-President of the Federation of Associations of Brain and Behavioral Sciences. In addition, he is Editor of "Perspectives on Psychological Science" and has been editor of the "Psychological Bulletin" and of the "APA Review of Books: Contemporary Psychology." He is a member of the Society of Experimental Psychologists, the National Academy of Education, and the American Academy of Arts and Sciences, as well as a fellow of the Association for Psychological Science and the American Psychological Association.

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Cognitive Psychology, Now in full color to better engage students and facilitate their grasp of the material, COGNITIVE PSYCHOLOGY, Seventh Edition balances accessible writing, practical applications, and research scholarship while interweaving biology throughout the text. Utilizing the theme that human cognition has evolved over time as a means of adapting to our environment, the authors explore the basics of cognitive psychology by covering cognitive neuroscience, attention and consciousness, perception, memory, knowledge representation, language, problem solving and creativity, decision making and reasoning, cognitive development, and intelligence. In this edition, content on human intelligence is consolidated in a new final chapter. The authors provide the most comprehensive coverage of any cognitive psychology text available, using a from lab to life approach that aptly discusses theory as well as lab and field research while continually highlighting the applications to everyday life. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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