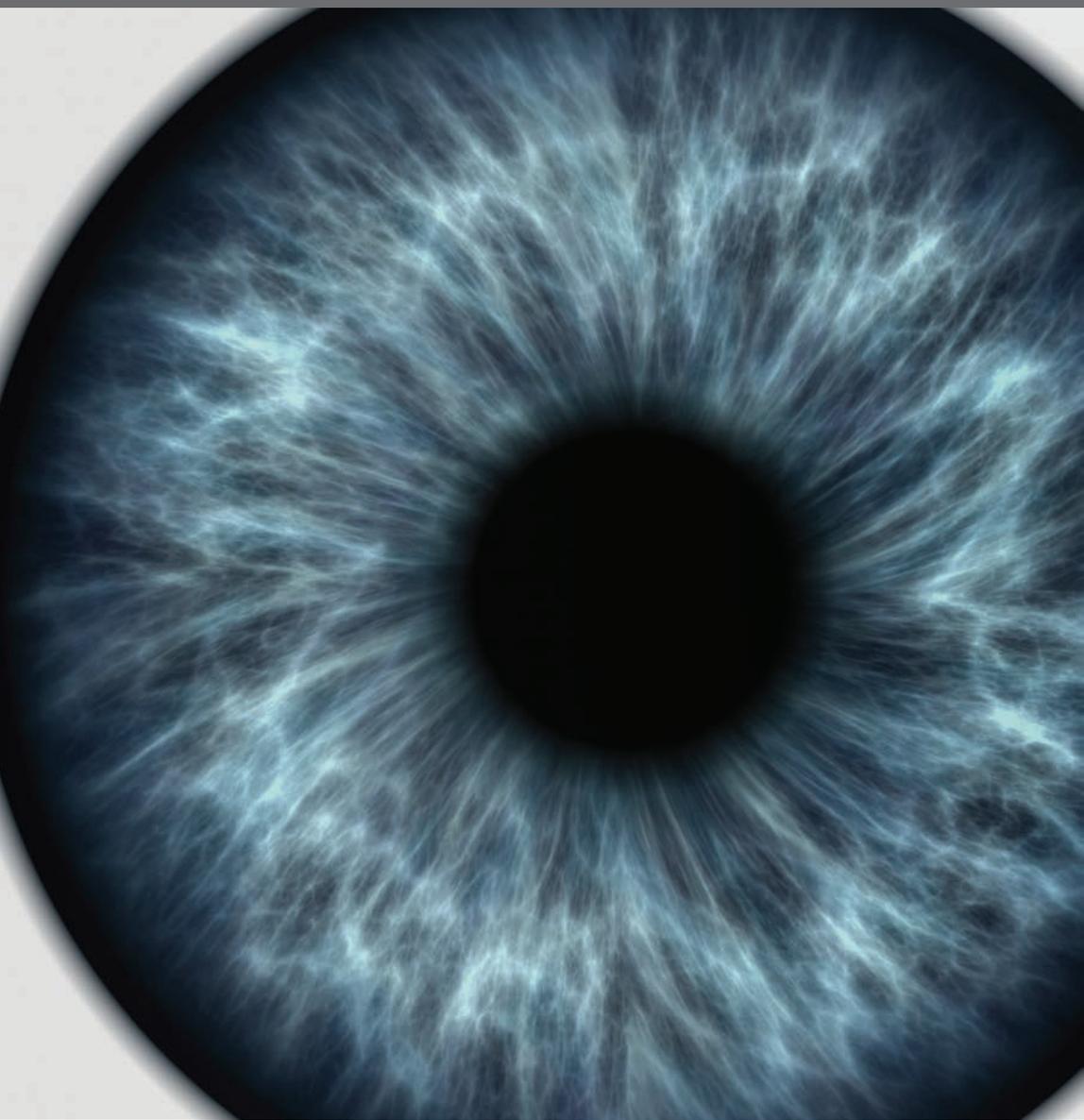


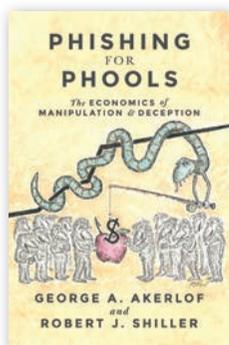
Brain & Cognitive Science 2016



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Cover image courtesy of iStock; image featured on the cover of *Eye and Brain* by Richard L. Gregory (page 9). Book jacket designed by Michael Boland.



New

Phishing for Phools

The Economics of Manipulation and Deception

George A. Akerlof & Robert J. Shiller

"This fun but serious book tells how the standard story about free markets often gets it wrong. Indeed, Akerlof and Shiller suggest that we should drop the view of markets as generally benign institutions. The argument is laid out with the help of fascinating anecdotes, the language is conversational, and the book is easy to read."

—Dani Rodrik, author of *The Globalization Paradox*

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—Diane Coyle, author of *GDP: A Brief but Affectionate History*

Ever since Adam Smith, the central teaching of economics has been that free markets provide us with material well-being, as if by an invisible hand. In *Phishing for Phools*, Nobel Prize-winning economists George Akerlof and Robert Shiller deliver a fundamental challenge to this insight, arguing that markets harm as well as help us.

2015, 288 pages.

Cl: 978-0-691-16831-9 \$24.95 | £16.95



New

How to Clone a Mammoth

The Science of De-Extinction
Beth Shapiro

"[A] fascinating book.... A great popular science title, and one that makes it clear that a future you may have imagined is already underway."

—*Library Journal*, starred review

"As a researcher who is shaping this field, Shapiro is the perfect guide to the ongoing discussion about de-extinction. While many news items and conference presentations have focused on the technology required to create extinct life, Shapiro carefully considers every step along the journey to de-extinction, from choosing a species to revive to making sure they don't become extinct all over again.... Whether you're all for de-extinction or against it, Shapiro's sharp, witty, and impeccably-argued book is essential for informing those who will decide what life will become."

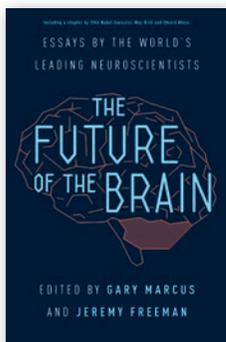
—Brian Switek, *National Geographic.com's Laelaps* blog

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—Carl Zimmer, *Wall Street Journal*

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Edited by Gary Marcus & Jeremy Freeman

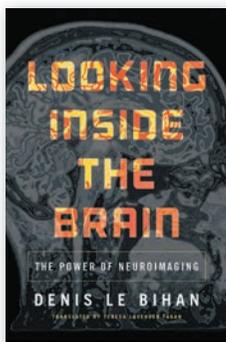
"Dispatches from the scientific minds at the forefront of the quest to map and understand the myriad neural connections that constitute evolution's most curious creation, the essays that make up *The Future of the Brain* serve as great primers in topics scientific and logistical: from memory and consciousness to the computer modeling of neural complexities to big-data analysis."

—Bob Grant, *Scientist*

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—Sandra Aamodt, *Nature Neuroscience*

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New

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Denis Le Bihan

Translated by Teresa Lavender Fagan

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—Barbara Kiser, *Nature*

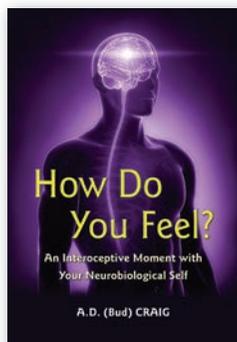
"Le Bihan's book, which is packed with photographs and witty asides, is an accessible explanation of a complex, technological topic."

—*Library Journal*

"[*Looking Inside the Brain* introduces readers to basic neuro-anatomy and sets out to explain how neuroimaging has helped scientists better understand human emotion, cognitive faculties, and neurological illnesses, including cancer and psychiatric disorders.... Besides the historical accounts of these technologies, the real value of this work is the author's forward-looking predictions regarding the future of these technologies and their continued evolution."

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New

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A. D. (Bud) Craig

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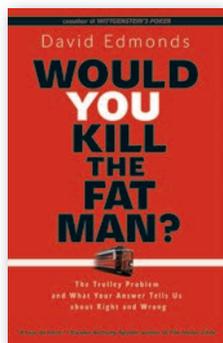
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—Christopher Miles Coope, *Philosophical Quarterly*

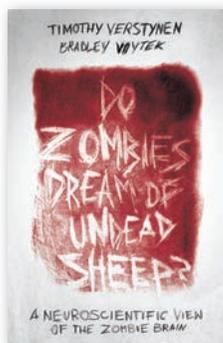
"Lucid, witty, and beautifully written, this book is a pleasure to read. While providing an introduction to moral philosophy, it also presents engaging portraits of some of the greatest moral philosophers.... and it makes the case for the relevance to ethics of the new experimental moral psychology."

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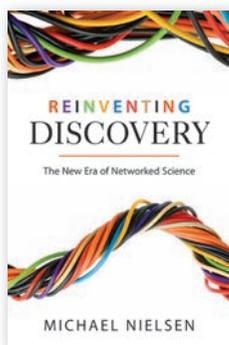
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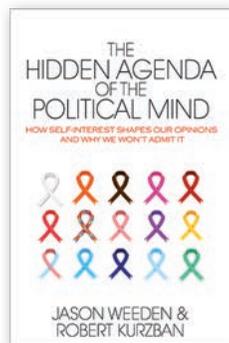
Michael Nielsen



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How Self-Interest Shapes Our Opinions and Why We Won't Admit It
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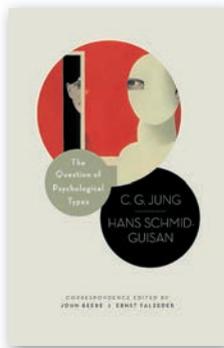
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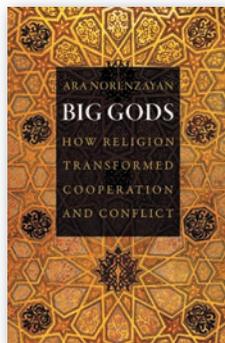
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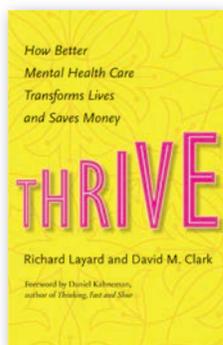
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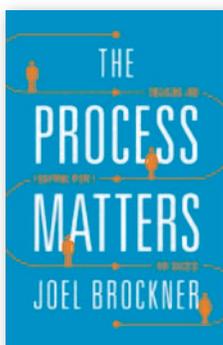
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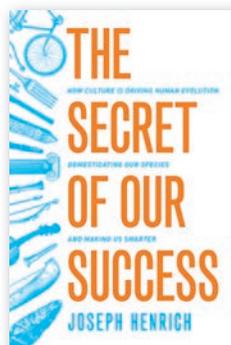
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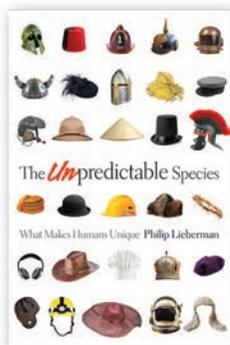
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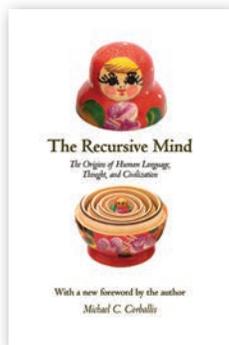
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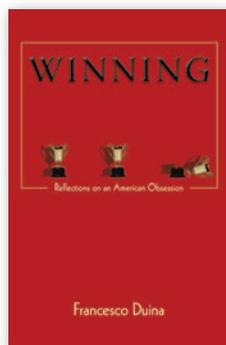
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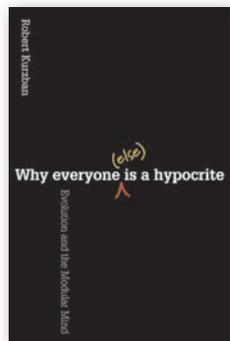
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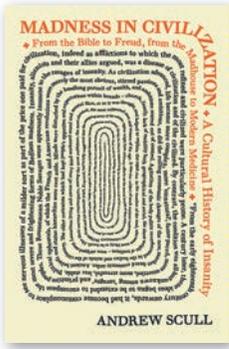
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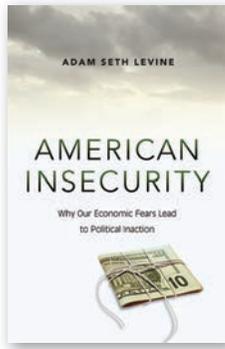
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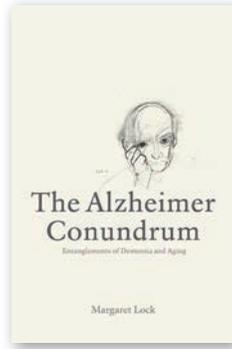
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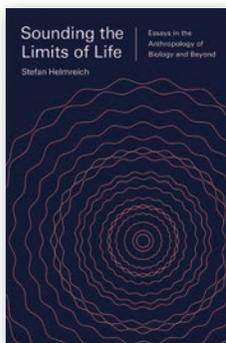


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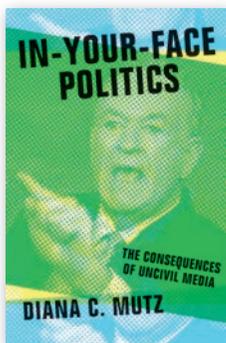
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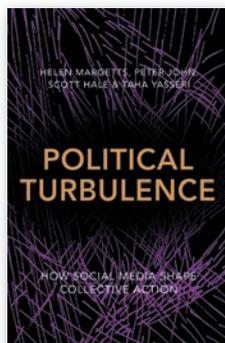
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Helen Margetts, Peter John, Scott Hale & Taha Yasseri

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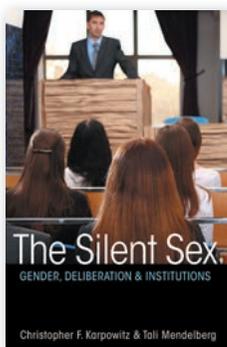
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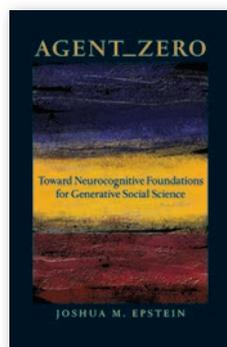
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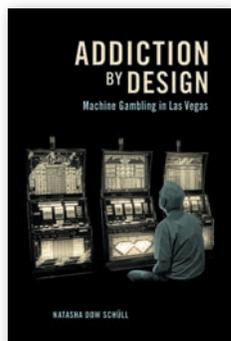
—Peyton Young,
University of Oxford

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Natasha Dow Schüll



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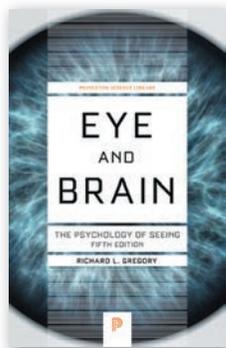
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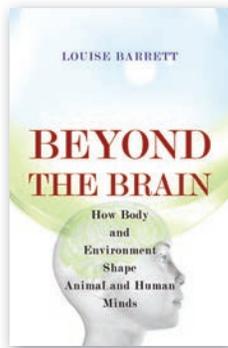
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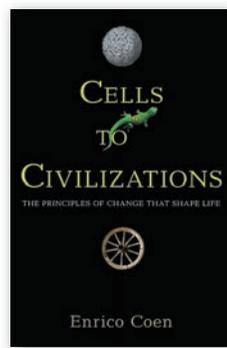
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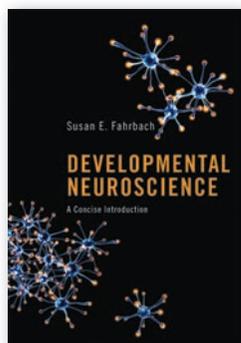
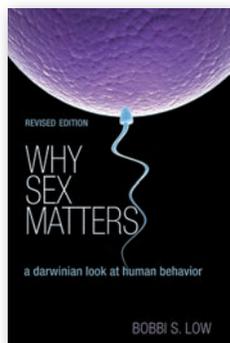
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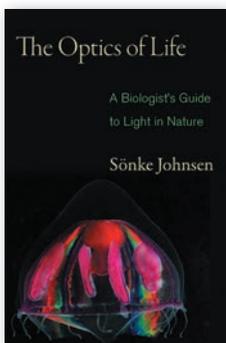
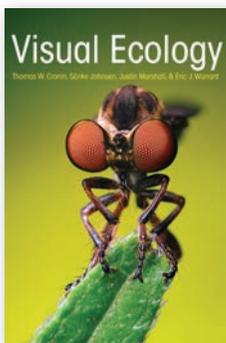
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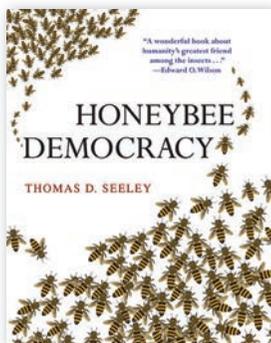
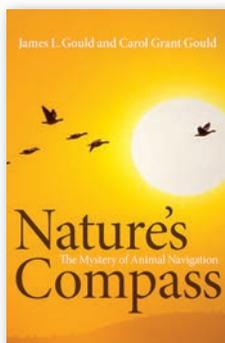
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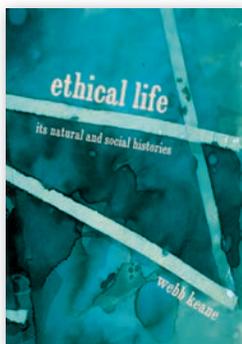
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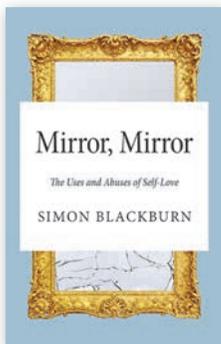
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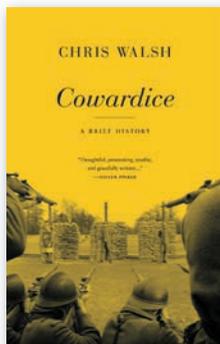
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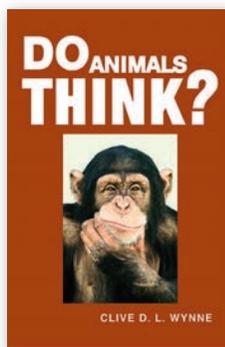
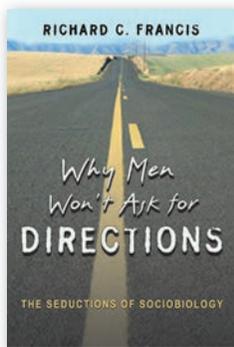
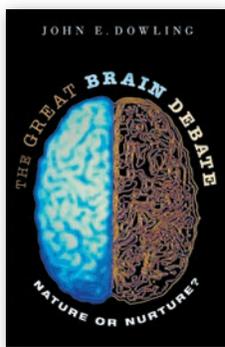
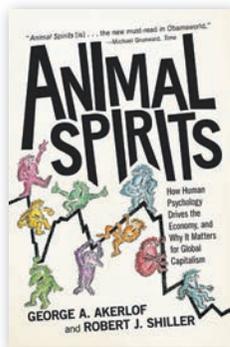
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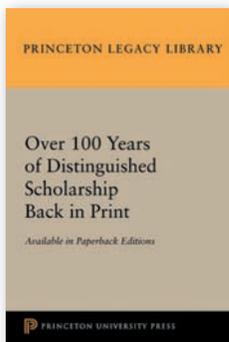
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