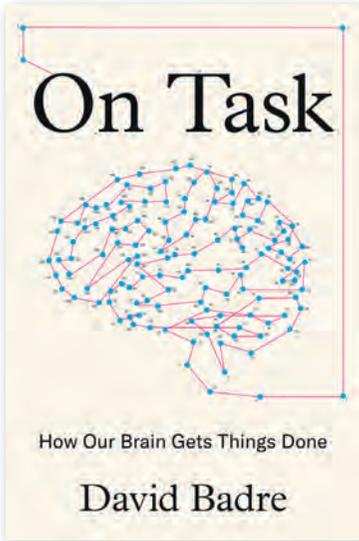


Princeton
Brain &
Behavior

2021





“Getting things done is essential to success in life. *On Task* provides a highly entertaining and informative look into how the brain accomplishes this crucial feat. Expertly combining startling observations of patients with neurological disorders, breakthrough findings from cutting-edge neuroimaging techniques, and insightful accounts of everyday actions, David Badre paints a compelling picture of the nature and origins of cognitive control.”

—Daniel L. Schacter, Harvard University and author of *The Seven Sins of Memory*

A look at the extraordinary ways the brain turns thoughts into actions—and how this shapes our everyday lives

On Task

Why is it hard to text and drive at the same time? How do you resist eating that extra piece of cake? Why does staring at a tax form feel mentally exhausting? Why can your child expertly fix the computer and yet still forget to put on a coat? From making a cup of coffee to buying a house to changing the world around them, humans are uniquely able to execute necessary actions. How do we do it? Or in other words, how do our brains get things done? In *On Task*, cognitive neuroscientist David Badre presents the first authoritative introduction to the neuroscience of cognitive control—the remarkable ways that our brains devise sophisticated actions to achieve our goals. We barely notice this routine part of our lives. Yet, cognitive control, also known as executive function, is an astonishing phenomenon that has a profound impact on our well-being.

Drawing on cutting-edge research, vivid clinical case studies, and examples from daily life, Badre sheds light on the evolution and inner workings of cognitive control. He examines issues from multitasking and willpower to habitual errors and bad decision making, as well as what happens as our brains develop in childhood and change as we age—and what happens when cognitive control breaks down. Ultimately, Badre shows that cognitive control affects just about everything we do.

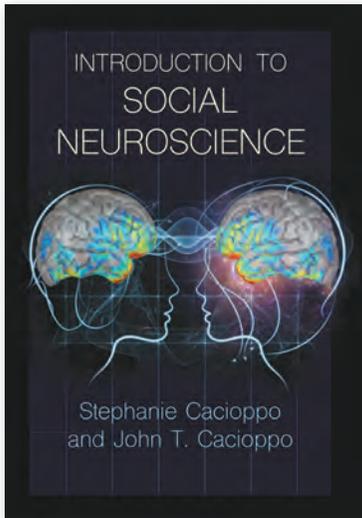
A revelatory look at how billions of neurons collectively translate abstract ideas into concrete plans, *On Task* offers an eye-opening investigation into the brain’s critical role in human behavior.

David Badre is professor of cognitive, linguistic, and psychological sciences at Brown University, where he is also on the faculty of the Carney Institute for Brain Science. He and his lab have made pioneering contributions to the neuroscience of cognitive control and executive function.

2020. 344 pages. 23 b/w illus. 1 table.

Hardback 9780691175553 \$29.95 | £25.00

ebook 9780691212340



“This is a superb book with solid figures and tables and a highly readable text. It is an excellent resource, not only as a textbook for advanced undergraduates and graduate students, but also for researchers and the educated lay public.”
—Bruce McEwen, Rockefeller University

A textbook that lays down the foundational principles for understanding social neuroscience

Introduction to Social Neuroscience

Humans, like many other animals, are a highly social species. But how do our biological systems implement social behaviors, and how do these processes shape the brain and biology? Spanning multiple disciplines, *Introduction to Social Neuroscience* seeks to engage students and scholars alike in exploring the effects of the brain’s perceived connections with others. This wide-ranging textbook provides a quintessential foundation for comprehending the psychological, neural, hormonal, cellular, and genomic mechanisms underlying such varied social processes as loneliness, empathy, theory-of-mind, trust, and cooperation.

Stephanie and John Cacioppo posit that our brain is our main social organ. They show how the same objective relationship can be perceived as friendly or threatening depending on the mental states of the individuals involved in that relationship. They present exercises and evidence-based findings readers can put into practice to better understand the neural roots of the social brain and the cognitive and health implications of a dysfunctional social brain. This textbook’s distinctive features include the integration of human and animal studies, clinical cases from medicine, multilevel analyses of topics from genes to societies, and a variety of methodologies.

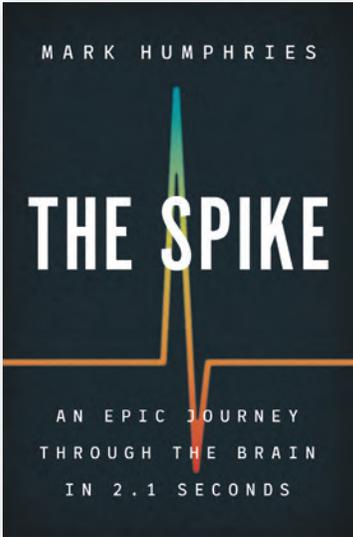
Unveiling new facets to the study of the social brain’s anatomy and function, *Introduction to Social Neuroscience* widens the scientific lens on human interaction in society.

Stephanie Cacioppo is the first female president of the Society for Social Neuroscience and is assistant professor of psychiatry and behavioral neuroscience at the University of Chicago Pritzker School of Medicine, where she also directs the brain dynamics laboratory. **John T. Cacioppo** (1951–2018) was the Tiffany and Margaret Blake Distinguished Service Professor and director of the Center for Cognitive and Social Neuroscience at the University of Chicago.

2020. 304 pages. 64 color + 4 b/w illus. 9 tables.

Hardback 9780691167275 \$95.00 | £78.00

ebook 9780691189178



“*The Spike* gives a brilliant overview of our current understanding of brain function, from perception to action, based on our knowledge of systems neuroscience. Conveying ideas and concepts with impressive clarity, Humphries covers an astonishing amount of scientific literature. A joy to read.”
—Matthias Hennig, University of Edinburgh

The story of a neural impulse and what it reveals about how our brains work

The Spike

We see the last cookie in the box and think, can I take that? We reach a hand out. In the 2.1 seconds that this impulse travels through our brain, billions of neurons communicate with one another, sending blips of voltage through our sensory and motor regions. Neuroscientists call these blips “spikes.” Spikes enable us to do everything: talk, eat, run, see, plan, and decide. In *The Spike*, Mark Humphries takes readers on the epic journey of a spike through a single, brief reaction. In vivid language, Humphries tells the story of what happens in our brain, what we know about spikes, and what we still have left to understand about them.

Drawing on decades of research in neuroscience, Humphries explores how spikes are born, how they are transmitted, and how they lead us to action. He dives into previously unanswered mysteries: Why are most neurons silent? What causes neurons to fire spikes spontaneously, without input from other neurons or the outside world? Why do most spikes fail to reach any destination? Humphries presents a new vision of the brain, one where fundamental computations are carried out by spontaneous spikes that predict what will happen in the world, helping us to perceive, decide, and react quickly enough for our survival.

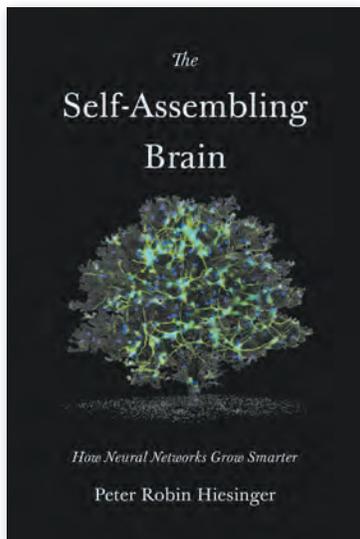
Traversing neuroscience’s expansive terrain, *The Spike* follows a single electrical response to illuminate how our extraordinary brains work.

Mark Humphries is Chair in Computational Neuroscience at the University of Nottingham. He is the founding editor of *The Spike*, a Medium online publication.

March 2021. 232 pages. 17 b/w illus.

Hardback 9780691195889 \$24.95 | £22.00

ebook 9780691213514



“This delightful book explores the underappreciated importance of algorithmic growth in understanding how biological systems develop and brains assemble. A significant contribution, *The Self-Assembling Brain* will interest readers in systems neuroscience, developmental neuroscience, and other areas of developmental biology, as well as computer scientists with an interest in biology.”
—Simon R. Schultz, Imperial College London

A remarkable look at how the brain builds itself, from neurobiological and artificial intelligence perspectives

The Self-Assembling Brain

How does a neural network become a brain? While neurobiologists investigate how nature accomplishes this feat, computer scientists interested in artificial intelligence strive to achieve this through technology. *The Self-Assembling Brain* tells the stories of both fields, exploring the historical and modern approaches taken by the scientists pursuing answers to the quandary: What information is necessary to make an intelligent neural network?

As Peter Robin Hiesinger argues, “the information problem” underlies both fields, motivating the questions driving forward the frontiers of research. How does genetic information unfold during the years-long process of human brain development—and is there a quicker path to creating human-level artificial intelligence? Is the biological brain just messy hardware, which scientists can improve upon by running learning algorithms on computers? Can AI bypass the evolutionary programming of “grown” networks? Through a series of fictional discussions between researchers across disciplines, complemented by in-depth seminars, Hiesinger explores these tightly linked questions, highlighting the challenges facing scientists, their different disciplinary perspectives and approaches, as well as the common ground shared by those interested in the development of biological brains and AI systems. In the end, Hiesinger contends that the information content of biological and artificial neural networks must unfold in an algorithmic process requiring time and energy. There is no genome and no blueprint that depicts the final product. The self-assembling brain knows no shortcuts.

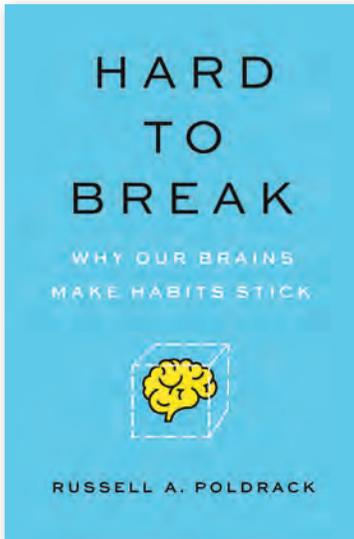
Written for readers interested in advances in neuroscience and artificial intelligence, *The Self-Assembling Brain* looks at how neural networks grow smarter.

Peter Robin Hiesinger is professor of neurobiology at the Institute for Biology, Freie Universität Berlin.

May 2021. 296 pages. 49 b/w illus.

Hardback 9780691181226 \$29.95 | £25.00

ebook 9780691215518



“This book is for everyone who has ever wondered why self-control isn’t enough or why it’s so difficult to change our unwanted habits. In clear, engaging writing shot through with striking personal experiences, entertaining examples, and the latest neuroscience findings, Poldrack introduces us to the hidden brain systems that control our behavior.”

—Wendy Wood, author of *Good Habits, Bad Habits: The Science of Making Positive Changes That Stick*

The neuroscience of why bad habits are so hard to break—and how evidence-based strategies can help us change our behavior more effectively

Hard to Break

We all have habits we’d like to break, but for many of us it can be nearly impossible to do so. There is a good reason for this: The brain is a habit-building machine. In *Hard to Break*, leading neuroscientist Russell Poldrack provides an engaging and authoritative account of the science of how habits are built in the brain, why they are so hard to break, and how evidence-based strategies may help us change unwanted behaviors.

Hard to Break offers a clear-eyed account of what neuroscience tells us about habit change and debunks “easy fixes” that aren’t backed by science. It explains how dopamine is essential for building habits and how the battle between habits and intentional goal-directed behaviors reflects a competition between different brain systems. Along the way, we learn how cues trigger habits, why we should make rules not decisions, how the stimuli of the modern world hijack the brain’s habit machinery and lead to drug and other addictions, and how neuroscience may one day enable us to hack our habits. Shifting from the individual to society, the book also discusses the massive habit changes that will be needed to address the biggest challenges of our time.

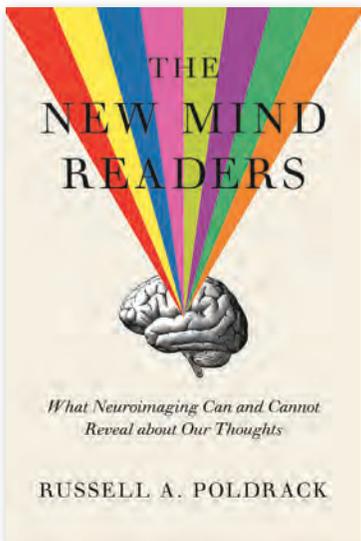
Moving beyond the hype to offer a deeper understanding of the biology of habits in the brain, *Hard to Break* reveals how we might be able to make the changes we desire—and why we should have greater empathy with ourselves and others who struggle to do so.

Russell A. Poldrack is the Albert Ray Lang Professor of Psychology at Stanford University. He is the author of *The New Mind Readers: What Neuroimaging Can and Cannot Reveal about Our Thoughts* (Princeton).

May 2021. 272 pages. 23 b/w illus.

Hardback 9780691194325 \$24.95 | £22.00

ebook 9780691219837



A revealing insider's account of the power—and limitations—of functional MRI

The New Mind Readers

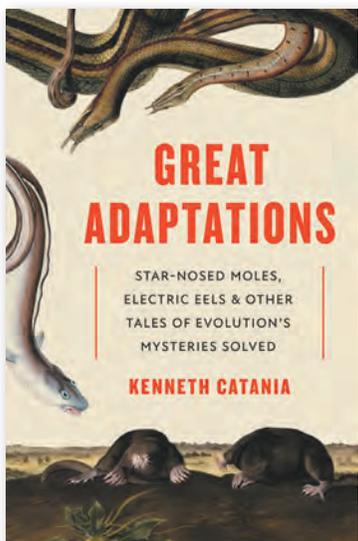
The ability to read minds has long been a fascination of science fiction, but revolutionary new brain-imaging methods are bringing it closer to scientific reality. *The New Mind Readers* looks at the origins, development, and future of these extraordinary tools, revealing how they are increasingly being used to decode our thoughts and experiences—and how this raises sometimes troubling questions about their application in domains such as marketing, politics, and the law. Written by one of the world's leading pioneers in cognitive neuroscience, this book offers needed perspective on what these emerging methods can and cannot do, and demonstrates how they can provide answers to age-old questions about the nature of consciousness and what it means to be human.

Russell A. Poldrack is the Albert Ray Lang Professor of Psychology at Stanford University.

2020. 232 pages. 12 color + 25 b/w illus.

Paperback 9780691208985 \$17.95 | £14.99

ebook 9780691184128



How one scientist unlocked the secrets behind some of nature's most astounding animals

Great Adaptations

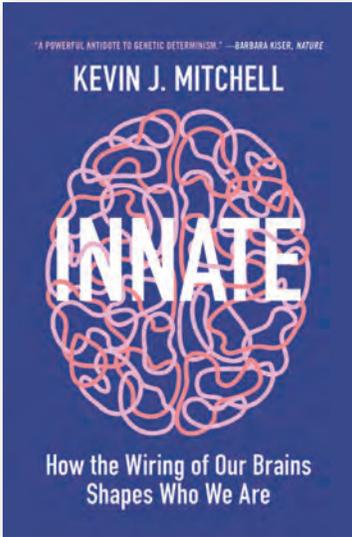
From star-nosed moles that have super-sensing snouts to electric eels that paralyze their prey, animals possess unique and extraordinary abilities. In *Great Adaptations*, Kenneth Catania presents an entertaining and engaging look at some of nature's most remarkable creatures. Telling the story of his biological detective work, Catania sheds light on the mysteries behind the behaviors of tentacled snakes, tiny shrews, zombie-making wasps, and more. He shows not only how studying these animals can provide deep insights into how life evolved, but also how scientific discovery can be filled with adventure and fun.

Kenneth Catania is the Stevenson Professor of Biological Sciences at Vanderbilt University.

2020. 224 pages. 8-page color insert. 58 b/w illus.

Hardback 9780691195254 \$27.95 | £22.00

ebook 9780691209555



A leading neuroscientist explains why your personal traits are more innate than you think

Innate

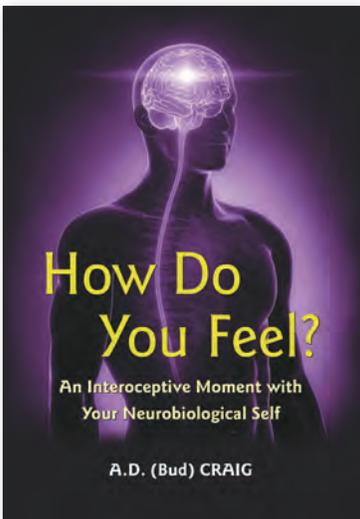
What makes you the way you are—and what makes each of us different from everyone else? In *Innate*, leading neuroscientist and popular science blogger Kevin Mitchell traces human diversity and individual differences to their deepest level: in the wiring of our brains. Deftly guiding us through important new research, including his own groundbreaking work, he explains how variations in the way our brains develop before birth strongly influence our psychology and behavior throughout our lives, shaping our personality, intelligence, sexuality, and even the way we perceive the world. Compelling and original, *Innate* will change the way you think about why and how we are who we are.

Kevin J. Mitchell is associate professor at the Smurfit Institute of Genetics and the Institute of Neuroscience at Trinity College Dublin.

2020. 312 pages. 40 b/w illus.

Paperback 9780691204154 \$18.95 | £15.99

ebook 9780691184999



A book that fundamentally changes how neuroscientists and psychologists categorize sensations and understand the origins and significance of human feelings

How Do You Feel?

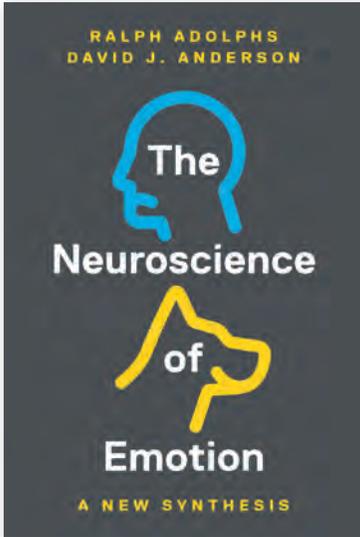
How Do You Feel? brings together startling evidence from neuroscience, psychology, and psychiatry to present revolutionary new insights into how our brains enable us to experience the range of sensations and mental states known as feelings. This book is also a compelling insider's account of scientific discovery, one that takes readers behind the scenes as the astonishing answer to this neurological puzzle is pursued and pieced together.

A. D. (Bud) Craig is the Atkinson Research Scientist at the Barrow Neurological Institute, and is appointed as an adjunct research professor of cellular and molecular medicine at the University of Arizona College of Medicine, and an adjunct research professor of psychology at Arizona State University.

2020. 384 pages. 7 b/w illus.

Paperback 9780691204086 \$29.95 | £25.00

ebook 9781400852727



A new framework for the neuroscientific study of emotions in humans and animals

The Neuroscience of Emotion

Written by two leading authorities on the study of emotion, this accessible and original book recasts the discipline and demonstrates that in order to understand emotion, we need to examine its biological roots in humans and animals. Featuring color illustrations throughout, *The Neuroscience of Emotion* synthesizes neuroscientific work to provide deeper insights into how emotions function in all of us.

Ralph Adolphs is the Bren Professor of Psychology, Neuroscience, and Biology at the California Institute of Technology (Caltech) and Director of the Caltech Brain Imaging Center. **David J. Anderson** is the Seymour Benzer Professor of Biology and Director of the Tianqiao and Chrissy Chen Institute for Neuroscience at Caltech and an Investigator with the Howard Hughes Medical Institute.

2018. 376 pages. 43 color + 5 b/w illus.
Hardback 9780691174082 \$45.00 | £38.00 ebook 9781400889914



“This might be the best introduction to the history of psychology I know.”

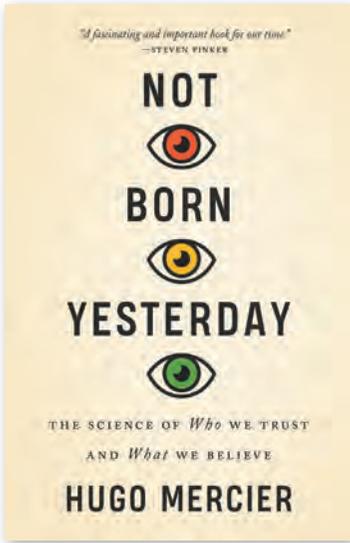
—Michael Tomasello, Duke University

Our Minds, Our Selves

In *Our Minds, Our Selves*, distinguished psychologist and writer Keith Oatley provides an engaging, original, and authoritative history of modern psychology told through the stories of its most important breakthroughs and the men and women who made them. Enhancing our understanding of ourselves and others, psychology holds the potential to create a better world. *Our Minds, Our Selves* tells the story of this most important of sciences in a new and appealing way.

Keith Oatley is professor emeritus of cognitive psychology at the University of Toronto and a prize-winning novelist. His many nonfiction books include *Such Stuff as Dreams* and *The Passionate Muse*.

2020. 376 pages. 48 b/w illus.
Paperback 9780691204499 \$19.95 | £16.99 ebook 9781400890040



Why people are not as gullible as we think

Not Born Yesterday

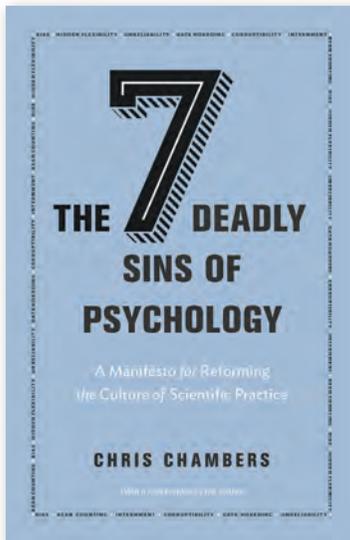
Not Born Yesterday explains how we decide who we can trust and what we should believe—and argues that we're pretty good at making these decisions. In this lively and provocative book, Hugo Mercier demonstrates how virtually all attempts at mass persuasion—whether by religious leaders, politicians, or advertisers—fail miserably. Drawing on recent findings from political science and other fields ranging from history to anthropology, Mercier shows that the narrative of widespread gullibility, in which a credulous public is easily misled by demagogues and charlatans, is simply wrong.

Hugo Mercier is a cognitive scientist at the Jean Nicod Institute in Paris and the coauthor of *The Enigma of Reason*.

2020. 384 pages. 4 b/w illus.

Hardback 9780691178707 \$29.95 | £25.00

ebook 9780691198842



Why psychology is in peril as a scientific discipline—and how to save it

The Seven Deadly Sins of Psychology

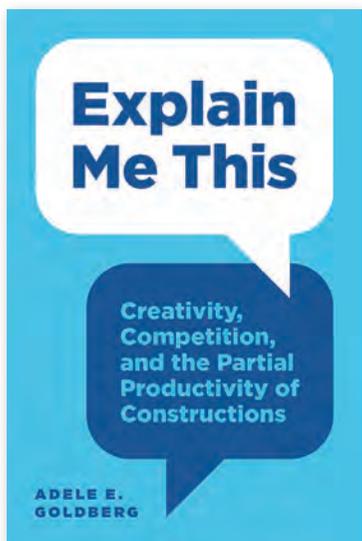
Psychological science has made extraordinary discoveries about the human mind, but can we trust everything its practitioners are telling us? In recent years, it has become increasingly apparent that a lot of research in psychology is based on weak evidence, questionable practices, and sometimes even fraud. *The Seven Deadly Sins of Psychology* diagnoses the ills besetting the discipline today and proposes sensible, practical solutions to ensure that it remains a legitimate and reliable science in the years ahead.

Chris Chambers is professor of cognitive neuroscience in the School of Psychology at Cardiff University.

2019. 296 pages. 17 b/w illus.

Paperback 9780691192277 \$19.95 | £16.99

ebook 9780691192031



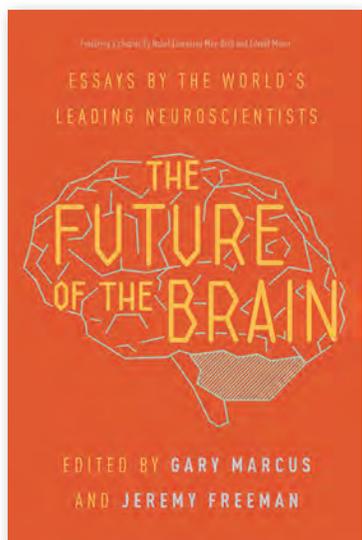
Why our use of language is highly creative yet also constrained

Explain Me This

We use words and phrases creatively to express ourselves in ever-changing contexts, readily extending language constructions in new ways. Yet native speakers also implicitly know when a creative and easily interpretable formulation—such as “Explain me this” or “She considered to go”—doesn’t sound quite right. In this incisive book, Adele Goldberg explores how these creative but constrained language skills emerge from a combination of general cognitive mechanisms and experience.

Adele E. Goldberg is professor of psychology at Princeton University. She is the author of *Constructions at Work: The Nature of Generalization in Language* and *Constructions: A Construction Grammar Approach to Argument Structure*.

2019. 216 pages. 15 b/w illus. 12 tables
Paperback 9780691174266 \$29.95 | £25.00
Hardback 9780691174259 \$80.00 | £66.00 ebook 9780691183954



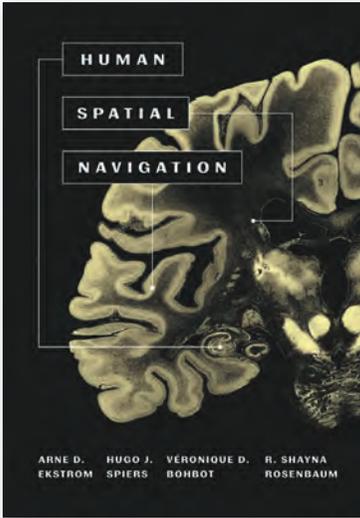
Includes a chapter by Nobel laureates May-Britt Moser and Edvard Moser

The Future of the Brain

An unprecedented look at the quest to unravel the mysteries of the human brain, *The Future of the Brain* takes readers to the absolute frontiers of science. Original essays by leading researchers such as Christof Koch, George Church, Olaf Sporns, and May-Britt and Edvard Moser describe the spectacular technological advances and challenges in understanding the anticipated deluge of data and the prospects for building working simulations of the human brain.

Gary Marcus is professor of psychology and neural science at New York University. **Jeremy Freeman** is a neuroscientist at the Howard Hughes Medical Institute’s Janelia Farm Research Campus.

2016. 304 pages. 9 color + 20 b/w illus.
Paperback 9780691173313 \$16.95 | £13.99 ebook 9781400851935



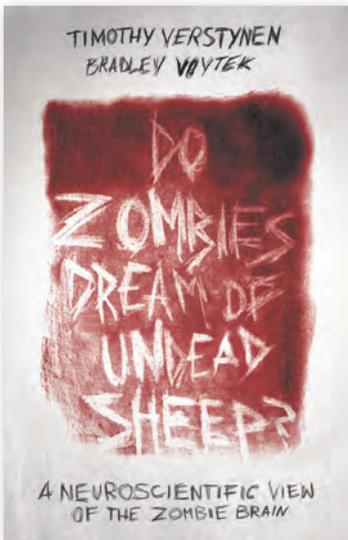
The first book to comprehensively explore the cognitive foundations of human spatial navigation

Human Spatial Navigation

Humans possess a range of navigation and orientation abilities, from the ordinary to the extraordinary. All of us must move from one location to the next, following habitual routes and avoiding getting lost. While there is more to learn about how the brain underlies our ability to navigate, neuroscience and psychology have begun to converge on some important answers. In *Human Spatial Navigation*, four leading experts tackle fundamental and unique issues to produce the first book-length investigation into this subject.

Arne D. Ekstrom is associate professor of psychology at the University of Arizona. **Hugo J. Spiers** is associate professor of neuroscience at University College London. **Véronique D. Bohbot** is associate professor of psychiatry at McGill University. **R. Shayna Rosenbaum** is professor of psychology at York University.

2018. 216 pages. 20 color + 40 b/w illus.
Hardback 9780691171746 \$49.95 | £42.00 ebook 9781400890460



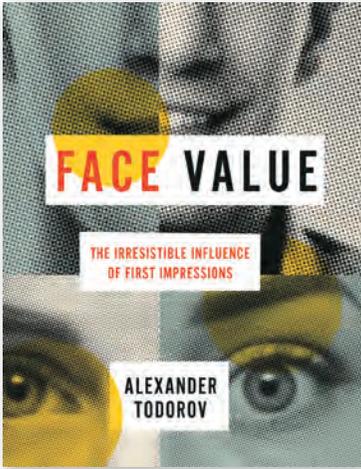
A look at the true nature of the zombie brain

Do Zombies Dream of Undead Sheep?

With their endless wandering, lumbering gait, insatiable hunger, antisocial behavior, and apparently memory-less existence, zombies are the walking nightmares of our deepest fears. What do these characteristic behaviors reveal about the inner workings of the zombie mind? Neuroscientists Timothy Verstynen and Bradley Voytek apply their neuro-know-how to dissect the puzzle of what has happened to the zombie brain to make the undead act differently than their human prey.

Timothy Verstynen is assistant professor in the Department of Psychology and at the Center for the Neural Basis of Cognition at Carnegie Mellon University. **Bradley Voytek** is assistant professor of computational cognitive science and neuroscience at the University of California, San Diego.

2016. 272 pages. 16 line illus.
Paperback 9780691173153 \$14.95 | £12.99 ebook 9781400851928



The scientific story of first impressions—and why the snap character judgments we make from faces are irresistible but usually incorrect

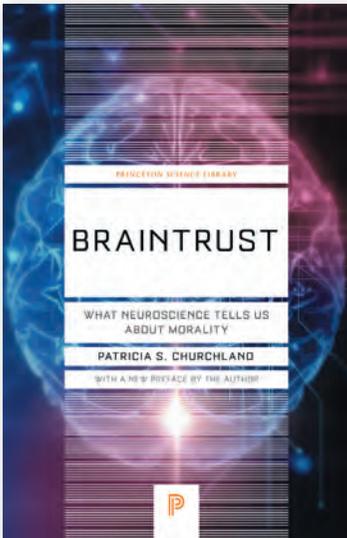
Face Value

We make up our minds about others after seeing their faces for a fraction of a second—and these snap judgments predict all kinds of important decisions. Yet the character judgments we make from faces are as inaccurate as they are irresistible; in most situations, we would guess more accurately if we ignored faces. So why do we put so much stock in these widely shared impressions? What is their purpose if they are completely unreliable? Alexander Todorov, one of the world's leading researchers on the subject, answers these questions as he tells the story of the modern science of first impressions.

Alexander Todorov is professor of psychology at Princeton University, where he is also affiliated with the Princeton Neuroscience Institute and the Princeton School of Public and International Affairs.

2017. 336 pages. 83 color illus. 85 halftones. 4 line illus.

Hardback 9780691167497 \$32.95 | £28.00 ebook 9781400885725



“Patricia Churchland once again leads the way.”

—Michael S. Gazzaniga, author of *Human: The Science Behind What Makes Your Brain Unique*

Braintrust

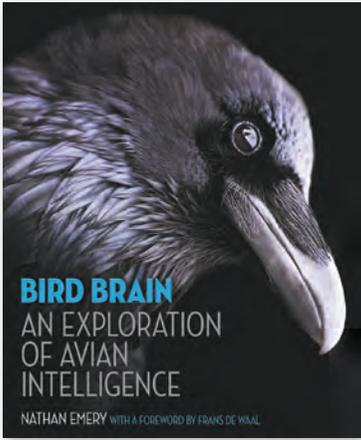
What is morality? Where does it come from? And why do most of us heed its call most of the time? In *Braintrust*, neurophilosophy pioneer Patricia Churchland argues that morality originates in the biology of the brain. She describes the “neurobiological platform of bonding” that, modified by evolutionary pressures and cultural values, has led to human styles of moral behavior. The result is a provocative genealogy of morals that asks us to reevaluate the priority given to religion, absolute rules, and pure reason in accounting for the basis of morality.

Patricia S. Churchland is professor emerita of philosophy at the University of California, San Diego, and an adjunct professor at the Salk Institute.

Princeton Science Library

2018. 288 pages. 12 b/w illus.

Paperback 9780691180977 \$17.95 | £14.99 ebook 9781400889389



Why birds are smarter than we think

Bird Brain

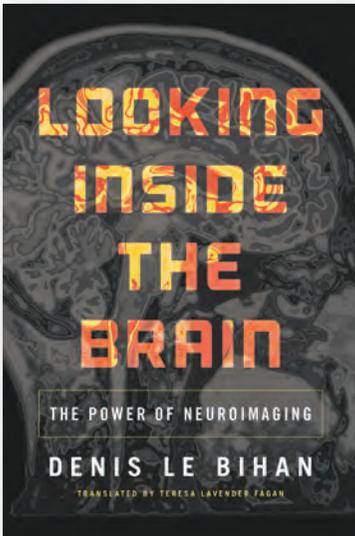
Birds have not been known for their high IQs, which is why a person of questionable intelligence is sometimes called a “birdbrain.” Yet in the past two decades, the study of avian intelligence has witnessed dramatic advances. From a time when birds were seen as simple instinct machines responding only to stimuli in their external worlds, we now know that some birds have complex internal worlds as well. This beautifully illustrated book provides an engaging exploration of the avian mind, revealing how science is exploding one of the most widespread myths about our feathered friends—and changing the way we think about intelligence in other animals as well.

Nathan Emery is senior lecturer in cognitive biology at Queen Mary University of London.

2016. 192 pages. 175 color illus.

Hardback 9780691165172 \$29.95 | £25.00 ebook 9781400882861

For sale only in the United States, US Dependencies, and Canada



The remarkable story of how today's brain scanning techniques were developed, told by one of the field's pioneers

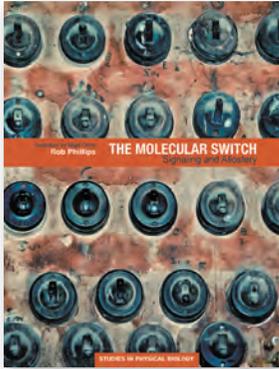
Looking Inside the Brain

It is now possible to witness human brain activity while we are talking, reading, or thinking, thanks to revolutionary neuroimaging techniques like magnetic resonance imaging (MRI). These groundbreaking advances have opened infinite fields of investigation and have raised unprecedented ethical issues. In *Looking Inside the Brain*, one of the leading pioneers of the field, Denis Le Bihan, offers an engaging account of the sophisticated interdisciplinary research in physics, neuroscience, and medicine that have led to the remarkable neuroimaging methods that give us a detailed look into the human brain.

Denis Le Bihan is the founding director of NeuroSpin, an institute of the French Atomic Energy Commission dedicated to ultra-high-field brain imaging.

2014. 184 pages.

Hardback 9780691160610 \$30.95 | £26.00 ebook 9781400852161

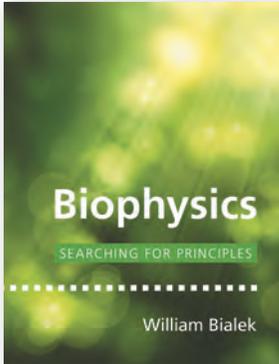


The Molecular Switch

A signature feature of living organisms is their ability to carry out purposeful actions by taking stock of the world around them. To that end, cells have an arsenal of signaling molecules linked together in signaling pathways, which switch between inactive and active conformations. Appropriate for graduate students and researchers in biophysics, physics, engineering, biology, and neuroscience, *The Molecular Switch* presents a unified, quantitative model for describing biological signaling phenomena.

Rob Phillips is the Fred and Nancy Morris Professor of Biophysics and Biology at the California Institute of Technology.

2020. 440 pages. 351 color illus.
Hardback 9780691200248 \$85.00 | £70.00 ebook 9780691200255

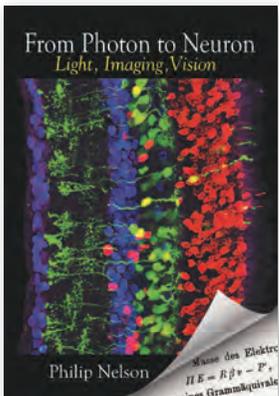


Biophysics

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