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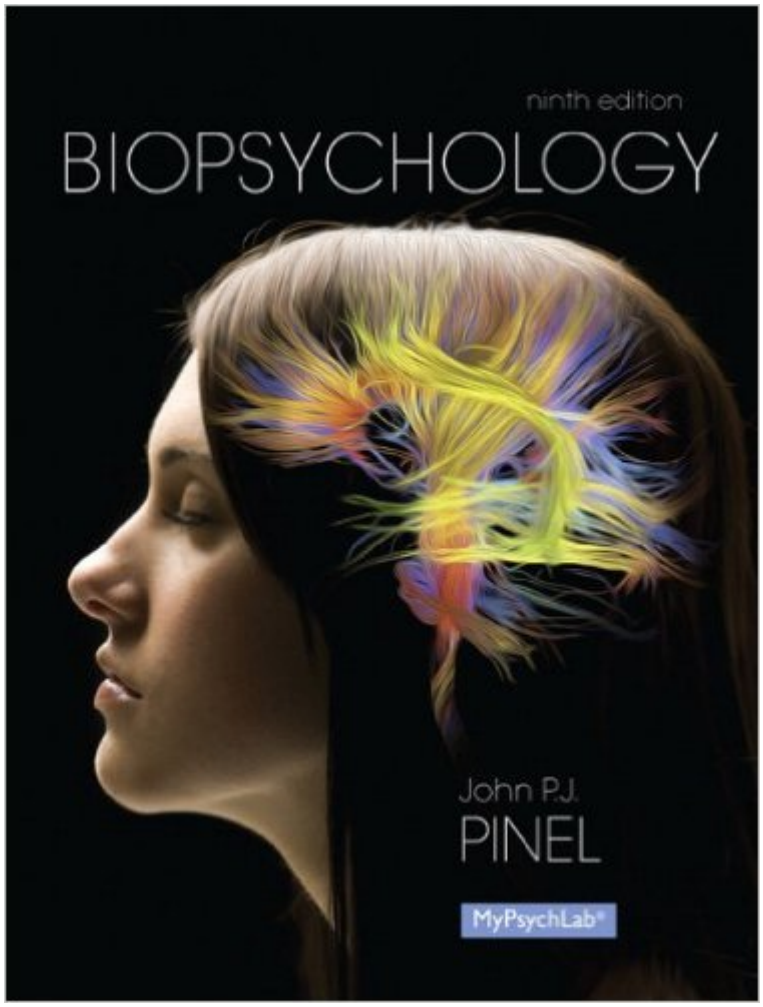
Biopsychology (9th Edition)



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Synopsis

Delves into how the central nervous system governs behavior Ã Â Biopsychology, 9/e, introduces the study of the biology of behavior; that is, the neural mechanisms of psychological processes in the central nervous system. This program combines biopsychogical science and student-oriented discussion, interweaving the basics of this specialized field with clinical case studies and exploring the personal and social implications that arise. The author encourages interactive learning and creative thinking. His clear and engaging presentation makes the material personally and socially relevant to readers. Ã Â MyPsychLab is an integral part of the Pinel program. Engaging activities and assessments provide a learning and teaching system that transforms students into scientific thinkers. With MyPsychLab, students can watch videos on psychological research and applications, participate in virtual classic experiments, and develop critical thinking skills through writing. Ã Â This title is available in a variety of formats - digital and print. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, , and more. To learn more about pricing options and customization.

Book Information

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Customer Reviews

John Pinel, the author of Biopsychology , obtained his Ph.D. from McGill University in Montreal and worked briefly at the Massachusetts Institute of Technology, before taking a faculty position at the University of British Columbia, where he is currently Professor Emeritus. Professor Pinel is an award-winning teacher and the author of over 200 scientific papers. However, he feels that

Biopsychology is his major career-related accomplishment. Ã¢â ¬Å“It ties together everything I love about my job; students, teaching, writing, and research.Ã¢â ¬Â• Ã Â Pinel attributes much of his success to his wife Maggie who is an artist and professional designer. Over the years, they have collaborated on many projects, and the quality of BiopsychologyÃ¢â ¬â„¢s illustrations is largely attributable to her skill and effort.

The text is informative, serves the purpose of the course. However, a most distasteful experience was that after spending $70 on the MyPsychLab code, I am not able to access the virtual text help on the Pearson site. This is because Pearson requires some elusive "course ID" which my instructor knows nothing about; and Pearson's solution to this was to send me images of the books they have that can be accessed without a course ID. I am completely befuddled as to why, after purchasing a code for so much money, I cannot just access their site, enter the code and access the information needed. So the MyPsychLab card sits on my desk as a reminder to, as much as it is in my power, avoid ALL things Pearson. This is nothing short of criminal. Not 's fault, but people who buy their books here need to know.

The first two words that come to mind are "fascinating" and "challenging," in that order. You'll feel like a cognitive neuroscientist by the time you're done. I don't think my amygdala and prefrontal cortex will ever be the same, not to mention my hippocampus. Sometimes I think I'm having a "spliit-brain" (chapter 16) experience, and my corpus callosum (the largest cerebral commissure) hasn't even been severed! Get ready to be "wowed" by a part of the brain thought to 'generate the neural representation of thought' (p. 430), and brush up on your biochemistry. I virtually knew little or nothing about these and other subjects of the book, but was drawn in by the stunning study of the brain. Bottom line, the whole experience of reading and studying this book is worth every neuron spent on doing so. It's a wild ride!

This book has awesome illustrations. Not to mention its beautiful hardcover. At first I was debating whether to rent or buy this book, but I decided it would probably be cool to keep it. I definitely recommend this book even if it is not for a class. It was definitely really easy to read and very easy to understand. Biopsyc courses can be difficult, but this book really saved my grade. Overall I thought it was a good read and would recommend to anyone interested in both psychology and biology. The price I paid for this book was reasonable. Wayyyy better than the prices at my schoolÃƒÂ¢Ã â ¬Ã â„¢s bookstore. Thanks to this book I got a solid A. However my only problem

with this book was that it was heavy and bulky to carry around in my backpack and they donÃƒÂ¢Ã â ¬Ã â„¢t offer a downloadable version of the textbook.Overall, donÃƒÂ¢Ã â ¬Ã â„¢t be that student that thinks that you donÃƒÂ¢Ã â ¬Ã â„¢t need a book to pass the class. TRUST ME it will help you.

I first thought this book was going to be super helpful in understanding everything about Biopsychology. and it turns out, it's not as easy to understand as I thought. I think this is the "book's fault" in part, due to the fact that each sentence is very dense. I just don't think it has to be that way. Even if it's a college textbook, I think there needs to be more elaboration on sentences and ideas.Other than that, i like the fact that it has regular size "text".

This book has been a true blessing in helping me with the course. It outlines various systems and actions to a T and always explains in detail how or why something gets done in your brain. Very helpful if you need it for class. I highly recommend getting this book if you need it!

I love how the author writes as though he's having a conversation with me. I was surprised to find so many jokes in a textbook. He has had me laughing and learning at each chapter. He clearly loves teaching biopsychology. (I purchased this because there was no textbook in our school library and the 9th edition (which I have and love) is just too expensive for me to buy for my classmates who either can't afford the book or don't have the means to order it.) I hope you read the book if you get it. It's like Pinel has incorporated his spirit into the text. This (and the 9th edition) is honestly the best textbook I've ever had for any subject. His coloring book, "the anatomy of the human brain" is fantastic too. Thank you Pinel.

matches up fine with the 9th edition (the one that we were asked to buy for class)

I used this textbook for my Brain and Behavior / Neurobiology class instead of the 8th edition without any issues. The material was practically the same as the new edition- just a couple of test questions that I could not answer in MyPsych Lab. Recommend purchasing this edition for students looking to save a buck!The writing style is engaging and I particularly enjoyed the author's personal anecdotes. The chapters are written in a straight forward format with clear and concise explanations- except for the chapter on visual systems. The visual systems chapter was overwhelming, wordy, and difficult to understand.Grade in class: 95 = A

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