

PONDERABLES

100 DISCOVERIES
THAT CHANGED HISTORY

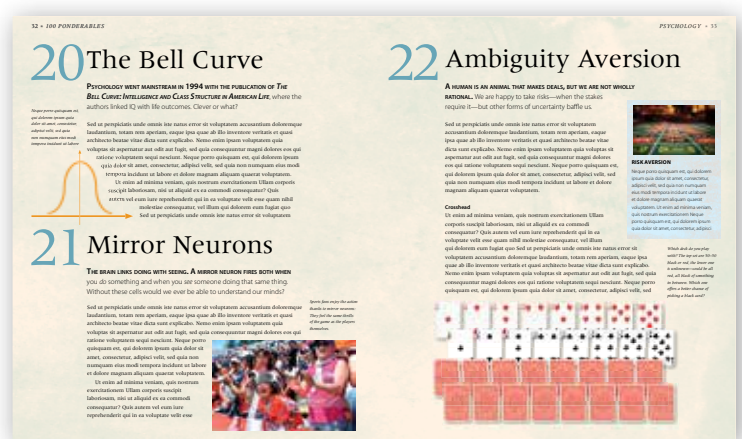
PSYCHOLOGY

AN ILLUSTRATED HISTORY OF THE MIND FROM HYPNOTISM TO BRAIN SCANS

Tom Jackson

Here is the essential guide to psychology, an authoritative reference book and timeline that examines how we learned to understand ourselves. Psychology is a young science. While great thinkers have pondered the nature of thought itself for centuries, the idea of using scientific experiments to examine the way we think, make decisions, and behave was only arrived at in the mid-19th century. However, the impact of psychology has been far reaching. Thanks to the work of Sigmund Freud, William James, Abraham Maslow, and many others, we now consider the psychological impact of events, along with their economic, political and legal aspects. Nevertheless psychology studies a very difficult subject—the human mind—and finding ways of measuring our thoughts is not easy. New techniques, such the functional MRI scanner and improved understanding of brain function, may help to unlock the secrets of what makes us who we are. What do you think?

- ◆ Contains 100 chronological articles that tell the story of psychology from its early days to the present.
- ◆ Authoritative text, exciting imagery and diagrams accompany each of the steps along the way.
- ◆ Biographies of great psychologists boosts the contents for all readers.
- ◆ A guide to the different fields of psychology sets out the basics of the science.
- ◆ 100 Ponderables also contains a 24-page removable foldout concertina neatly housed at the back of the book. This fold-out concertina includes a 12-page **Timeline History of Psychology** and a 12-page functional map of the brain and a personality chart.



Specifications
Trim page size: 275 x 230mm (9.25 x 11.20) portrait
Extent: 144-page book plus a 12-page removable fold-out timeline and 12 pages of a functional map of the brain and a personality chart 55,000 words.
Illustrations: approx. 300
Publication date: Fall, 2018
Paper for text: 157 gsm matt art
Retail price: \$24.95 US \$29.95 CAN £16.99 UK

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