

Neuroscience Exploring The Brain

Over the last 10 years advances in the new field of neuromarketing have yielded a host of findings which defy common stereotypes about consumer behavior. Reason and emotions do not necessarily appear as opposing forces. Rather, they complement one another. Hence, it reveals that consumers utilize mental accounting processes different from those assumed in marketers' logical inferences when it comes to time, problems with rating and choosing, and in post-purchase evaluation. People are often guided by illusions not only when they perceive the outside world but also when planning their actions - and consumer behavior is no exception. Strengthening the control over their own desires and the ability to navigate the maze of data are crucial skills consumers can gain to benefit themselves, marketers and the public. Understanding the mind of the consumer is the hardest task faced by business researchers. This book presents the first analytical perspective on the brain - and biometric studies which open a new frontier in market research.

This book is based on the premise that humankind is, first and foremost, the outcome of the process of biological evolution. Recognition of this is fundamental to our understanding of who we are and how we behave. All living things have evolved the physical and mental attributes that promote their prospects for survival; they are good at doing the things that enable them to pass on their genes to succeeding generations, and we are no exception. Of course, through the development of culture, we have gained some freedom from our biological origins. Nevertheless, evolution has constructed the foundation upon which culture is built. The first part of the book, *Ourselves Interacting with the World*, presents an overview of the main capabilities that evolution has endowed us with and that enable us to interact with the environment in advantageous ways. This includes our senses, which act as windows on the world and also, of great importance, our emotions and ability to remember. Our ability to think is perhaps the crowning achievement of our evolutionary journey, and, of course, we must be able to act in a timely and effective manner. The second part of the book, *Living Together*, traces the history of how we became social creatures. To be truly human, we had to be capable of sharing and cooperation. We also needed to be able to control our aggressiveness and talent for deception. We settled down, making the transition from hunter-gatherers to urban dwellers, and agreed upon values and norms of behavior that enhanced our ability to get along. Ultimately, we came to see good and bad as a morality of right and wrong, further augmenting group cohesiveness. In the final part of the book, *Challenges and Opportunities*, attention turns to a consideration of the constraints and possibilities that must be considered in looking to the future. These realities can be seen to play out in four social arenas: the pursuit of fairness, the seeking of justice, the interplay of political beliefs and good government, and ultimately, a united society that is, at the same time, a true community. Our quest for these things will be greatly aided by a deep knowledge and appreciation of our evolutionary past and the indelible imprint it has left upon us. It may even lead us to that most elusive of all things, happiness.

Accompanying compact disc titled "Student CD-ROM to accompany Neuroscience : exploring the brain" includes animations, videos, exercises, glossary, and answers to review questions in Adobe Acrobat PDF and other file formats.

A neuroscience revolution is making its way into classrooms around the country, changing the way we understand how emotions influence thinking and learning. This book makes available the most pertinent scientific information in a way classroom teachers can understand and apply. Widely praised for its student-friendly style and exceptional artwork and pedagogy, *Neuroscience: Exploring the Brain* is a leading undergraduate textbook on the biology of the brain and the systems that underlie behavior. This edition provides increased coverage of taste and smell, circadian rhythms, brain development, and developmental disorders and includes

new information on molecular mechanisms and functional brain imaging. Path of Discovery boxes, written by leading researchers, highlight major current discoveries. In addition, readers will be able to assess their knowledge of neuroanatomy with the Illustrated Guide to Human Neuroanatomy, which includes a perforated self-testing workbook. This edition's robust ancillary package includes a bound-in student CD-ROM, an Instructor's Resource CD-ROM, a Connection Website, and LiveAdvise: Neuroscience online student tutoring.

Een verrassende en vernieuwende kijk op het mysterie van ons brein In deze hoogstoriginele verkenning van het menselijk bewustzijn toont filosoof Thomas Metzinger aan dat het `zelf eigenlijk niet bestaat. Aan de hand van baanbrekende experimenten in neurowetenschap, virtual reality, robotkunde én zijn eigen pionierswerk op het gebied van `out-of-body-ervaringen laat Metzinger zien hoe onze hersenen onze werkelijkheid construeren. En hij gaat nog verder: als het waar is dat ons zelfbewustzijn volledig wordt gevormd door onze hersenen, kunnen we het `zelf op allerlei manieren manipuleren. Zeker met de technische en medische middelen die ons tegenwoordig ter beschikking staan. Uiteraard roept dit allerlei ethische vragen op. Want wat verstaan we onder een goede staat van bewustzijn?

Gendered brains: a sexist myth, or a fact of life? Reading maps or reading emotions? Barbie or Lego? We live in a gendered world where we are bombarded with messages about sex and gender. The belief that your gender determines your skills and preferences, and even if you've got what it takes to become a scientist, is deeply engrained. But what does this constant gendering mean for our thoughts, decisions and behaviour? And what does it mean for our brains? Drawing on her life's work as a Professor of Cognitive Neuroimaging, Gina Rippon unpacks the stereotypes that bombard us from our earliest moments and shows how these messages mould our ideas of ourselves and even shape our brains. Taking us back through centuries of sexism, The Gendered Brain reveals how science has been misinterpreted or misused to ask the wrong questions. Instead of challenging the status quo, we are still working back from outdated stereotypes and assumptions. However, by exploring new, cutting-edge neuroscience, Rippon urges us to move beyond a binary view of our brains and instead to see these complex organs as highly individualised, profoundly adaptable, and full of unbounded potential. Rigorous, timely and liberating, The Gendered Brain has huge repercussions for women and men, for parents and children, and for how we identify ourselves. This is not feminist science - it's just science.

Dit is het verhaal over hoe je leven jouw hersenen vormt, en hoe je hersenen jouw leven vormen. Ga mee met de befaamde onderzoeker David Eagleman op een verrassende tour door je hersenen. De reis neemt je mee naar de wereld van extreme sporten, genocide, strafrecht, hersenchirurgie, robotica en de zoektocht naar onsterfelijkheid. Onderweg doemt uit de oneindig dichte opeenhoping van hersencellen en hun ontelbare verbindingen iets op wat je misschien niet helemaal had verwacht: jijzelf. Het boek is toegankelijk geschreven en bevat illustraties en kaders met extra uitleg en bijzondere verhalen. Voor iedereen die meer wil weten over de werking van ons brein is dit de perfecte introductie.

Bringing the latest breakthroughs in neuroscience to the clinician, this text provides resident and practicing psychiatrists with a comprehensive, clinically relevant overview of the brain mechanisms underlying behavior and mental illness. The book presents an integrated perspective on the structures and workings of the brain, the mechanisms governing behaviors such as pleasure, aggression, and intelligence, and the pathophysiology of mental disorders. More than 200 two-color illustrations clarify key concepts. Questions and answers at the end of each chapter facilitate review and board preparation. Readers will also have online access to the complete, fully searchable text

and a quiz bank of over 150 questions at www.neuroscienceofclinicalpsychiatry.com. Neuroscience examines the structure and function of the human brain and nervous system. One of the main goals of current neuroscientific research is to study how this electrical wiring works and what happens when it is damaged. Now for the surprising part: The priming effect offers us enormous opportunities for personal growth. Instead of time-bound affirmations, I recommend that you make more permanent, persistent, and passive changes. Instead of reading her affirmations out loud every day, put a few keywords or images within her visual field where you will see her often.

The Second Edition covers fundamental neuroscience topics, integrating essential information with clinical and physiological considerations, providing students with multiple opportunities for review and self-testing, and presenting the latest relevant developments in neuroscience.

Acclaimed for its clear, friendly style, excellent illustrations, leading author team, and compelling theme of exploration, *Neuroscience: Exploring the Brain, Fourth Edition* takes a fresh, contemporary approach to the study of neuroscience, emphasizing the biological basis of behavior. The authors' passion for the dynamic field of neuroscience is evident on every page, engaging students and helping them master the material. In just a few years, the field of neuroscience has been transformed by exciting new technologies and an explosion of knowledge about the brain. The human genome has been sequenced, sophisticated new methods have been developed for genetic engineering, and new methods have been introduced to enable visualization and stimulation of specific types of nerve cells and connections in the brain. The Fourth Edition has been fully updated to reflect these and other rapid advances in the field, while honoring its commitment to be student-friendly with striking new illustrati

Get all of the 700+ images from the new *Neuroscience: Exploring the Brain, Second Edition* on CD-ROM for use in your lectures. Each image is provided in JPEG (screen optimized for PowerPoint) and PDF (print optimized for transparencies) formats.

Undergraduates everywhere have made *Neuroscience: Exploring the Brain* a top choice for learning the workings of the brain, its molecules and cells, and the systems that underlie behavior. The Second Edition includes a neuroanatomy atlas with a self-testing feature as well as new chapters on sex and the brain, motivation, and mental illness.

Stress and Health: Biological and Psychological Interactions, Second Edition examines the biological links between our emotions and changes in our health. Author William R. Lovallo provides an introduction to the concept of psychological stress, its physiological manifestations, and its effects on health and disease. The book concentrates on the psychophysiological relationship between cognitions, emotions, brain functions, and the peripheral mechanisms by which the body is regulated. *Stress and Health* is the only book on the biology of psychological stress for students and researchers in the behavioral sciences.

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Neuroscience is the study of the nervous system which integrates anatomy, physiology, developmental biology, molecular biology, psychology, mathematical modeling and cytology to understand the functioning of neurons and neural circuits. Such investigations are furthered by cellular and molecular studies of individual neurons, and imaging of sensory motor tasks

occurring in the brain. Progress in the fields of electrophysiology, molecular biology and computational neuroscience have advanced the frontiers of neuroscience. Such studies are particularly significant in the medical sciences such as psychosurgery, neurology, neurosurgery, neuropathology, etc. as they allow the diseases of the nervous system to be directly addressed. Psychiatry focuses on the management of behavioral, cognitive, affective and perceptual disorders, while neurology focuses on the conditions of the central and peripheral nervous systems. This book contains some path-breaking studies in the field of neuroscience. It unravels the recent studies in brain exploration. The extensive content of this book provides the readers with a thorough understanding of the subject.

‘Een buitengewoon en praktisch huwelijk tussen neurowetenschap en spirituele wijsheid. Toegankelijk én visionair. MINDSIGHT wordt zeker een klassieker. Jack Kornfield, auteur van Het wijze hart Mindsight is een nieuwe manier van kijken naar gedachten, brein, relaties en bewustzijn. Onze gedachten bepalen onze ervaringen en andersom. Daniel Siegel laat zien hoe we letterlijk onze hersenen opnieuw kunnen programmeren zodat we anders leren denken en invloed uit kunnen oefenen op onze mentale en emotionele belevingen. Door middel van de methode die Siegel mindsight noemt, leer je van een afstand kijken naar je gedachten en gevoelens. Zo creëer je een nieuw bewustzijn van waaruit je je leven op een positieve manier kunt vormgeven en je je relatie met anderen kunt verbeteren. Dr. Daniel Siegel studeerde aan Harvard Medical School. Hij is professor psychiatrie en mede-directeur van het Mindful Awareness Research Center aan de UCLA en oprichter van het Mindsight Institute. Zijn uitgebreide netwerk bestaat uit dokters, advocaten, criminologen, psychologen en spiritueel leiders. Eerder schreef hij *The Developing Mind* en *The Mindful Brain*.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780781760034 .

“This is a serious yet understandable book that needs to be on every counselor’s bookshelf. It makes a superb text for child and adolescent counseling courses or an excellent supplementary resource for theories courses. The case material is outstanding, and professors will find the content alignment with the CACREP Standards particularly helpful. The broad expertise of the authors speaks to a general audience, and they provide accurate, clear, and relevant information on neuroscience that is immediately useful. In short, this is a significant contribution to our profession.” —Allen E. Ivey, EdD, ABPP Distinguished University Professor (Emeritus) University of Massachusetts Amherst “This groundbreaking and comprehensive text is a must-have for any helping professional who works with today’s youth. This powerful resource contains the latest knowledge and research about neurocounseling and neuroscience, and the neuro-informed strategies and techniques are particularly helpful. This book is one that you will definitely want in your library.” —Lori A. Russell-Chapin, PhD Bradley University This innovative text is the first to illustrate how neuroscience concepts can be translated and applied to counseling with children and adolescents. Drs. Field and Ghoston discuss general principles for child and adolescent counseling before examining neurophysiological development from birth to age 18. They then provide in-session examples of neuroscience-informed approaches to behavior modification, play therapy, cognitive behavior therapy, biofeedback, neurofeedback, and therapeutic lifestyle change with diverse clients in a variety of settings. Each chapter contains knowledge and skill-building material for counselors-in-training; counselor educators; and practitioners in schools, hospitals, residential facilities, and outpatient clinics. Text features include learning objectives, alignment with the CACREP Standards specific to child and adolescent counseling, explanatory diagrams, reflection questions to prompt deep processing of the material, case vignettes to demonstrate

how to apply neuroscience concepts to counseling work, and quiz questions to test knowledge of key concepts. In addition, the text includes an extensive neuroscience glossary. *Requests for digital versions from ACA can be found on www.wiley.com. *To purchase print copies, please visit the ACA website. *Reproduction requests for material from books published by ACA should be directed to permissions@counseling.org Thomas A. Field, PhD, is an assistant professor of psychiatry in the Mental Health Counseling and Behavioral Medicine program at Boston University School of Medicine. Michelle R. Ghoston, PhD, is an assistant professor at Wake Forest University in Winston-Salem, North Carolina.

Neuroscience of Clinical Psychiatry, Second Edition Fully revised and updated in its Second Edition, this handy and accessible reference provides a basic link between the science of the brain and the treatment of common mental health disorders. Ideal for the mental health clinician in training, the psychiatric resident preparing for Board exams, and the practicing clinician looking to keep pace with the latest advances in neuroscience, the book uses clear and direct language to enhance your understanding of basic neuroscientific concepts and the effects of brain chemistry on common behaviors and disorders. Updated content reflects the latest advances in the field, while straightforward discussions make complex material easy to understand and process. The book's concise presentation helps readers grasp, retain, and apply essential concepts. Abundant illustrations and tables support the text and provide vital information at a glance. End-of-chapter review questions reinforce key concepts and assist in Board preparation. Look inside and discover... Updated content reflects the latest advances in the field. Straightforward discussions make complex material easy to understand and process. Concise presentation helps you grasp, retain, and apply essential concepts. Abundant illustrations and tables support the text and provide vital information at a glance. End-of-chapter review questions reinforce key concepts and assist in Board preparation. Pick up your copy today!

Wat moet iedereen in de moderne wereld weten? Om antwoord te geven op deze moeilijkste vraag der vragen combineert de gerenommeerde psycholoog Jordan B. Peterson de zwaarbevochten waarheden van oude tradities met verbluffende ontdekkingen van grensverleggend wetenschappelijk onderzoek. Op humoristische, verrassende en informatieve wijze vertelt Jordan Peterson ons waarom kinderen die aan het skateboarden zijn met rust gelaten moeten worden, welk verschrikkelijk noodlot mensen die te snel oordelen te wachten staat, en waarom je altijd een kat moet aaien als je er een tegenkomt. Peterson legt grote verbanden en distilleert daarbij uit alle kennis van de wereld 12 praktische en fundamentele leefregels. In 12 regels voor het leven maakt Jordan Peterson korte metten met de moderne clichés van wetenschap, geloof en de menselijke natuur, en tegelijkertijd transformeert en verrijkt hij de denkwijze van zijn lezers. Dr. Jordan B. Peterson (1962) is psycholoog, cultuurcriticus en hoogleraar psychologie aan de Universiteit van Toronto. Zijn wetenschappelijke artikelen hebben de moderne kijk op persoonlijkheid en creativiteit voorgoed veranderd. Peterson heeft honderdduizenden volgers op social media en zijn YouTube-clips zijn meer dan 27 miljoen keer bekeken. 'Peterson is vandaag de dag de invloedrijkste intellectueel van de westerse wereld. Voor miljoenen jonge mannen blijkt de methode-Peterson het perfecte tegengif voor de mengeling van knuffelen en beschuldigen waarin ze zijn grootgebracht.' - DAVID BROOKS, THE NEW YORK TIMES 'Hoewel ik in veel opzichten met Peterson van mening verschil, ben ik het hartgrondig eens met zijn nadruk op het zorgvuldig, zonder vooroordelen bekijken van grote maatschappelijke en persoonlijke kwesties om daar rationele, weloverwogen oplossingen voor te vinden. Dit boek staat er vol mee.' - LOUISE O. FRESCO 'Peterson

stapt als een magiër door de ideeëngeschiedenis van het Westen, en hij maakt alles urgent, en stralend. Ja, er zijn regels voor het leven, met moeite gedistilleerd in de wildernis van het bestaan, gevoed met klassieke waarden en inzichten die de tand des tijds doorstaan, als wij volharden. Peterson is momenteel de belangrijkste "praktische intellectueel." - LEON DE WINTER 'Peterson is een genie op vele vlakken. 12 regels voor het leven is een groot, controversieel, ontnuchterend boek.' - THE TIMES 'Peterson is geen gebrek aan empathie te verwijten. Hij is als een vaderfiguur.' - TROUW

THE INTERNATIONAL BESTSELLER What is a dream? Why do we dream? How do our bodies and minds use dreams? These questions are the starting point for this unprecedented, astonishing study of the role and significance of dreams, from the beginning of human history. An investigation on the grand scale, encompassing literature, anthropology, religion, and science, it articulates the essential place dreams occupy in human culture, and how they functioned as the catalyst that compelled us to transform our earthly habitat into a human world. From the earliest cave paintings - where the author finds a key to humankind's first dreams, which contributed to our capacity to perceive past and future - to cutting-edge scientific research, Ribeiro arrives at startling and revolutionary conclusions about the role of dreams in human existence and evolution. He explores the advances that contemporary neuroscience, biochemistry and psychology have made into the connections between sleep, dreams, and learning, before revealing what dreams have taught us about the neural basis of memory and the transformation of memory in recall. And he makes clear that the earliest insight into dreams as oracular has been confirmed by contemporary research. Accessible, authoritative, and fascinating from first to last, *The Oracle of Night* gives us a wholly new way to understand this most basic of human experiences.

Analyse van de denk-, fantasie- en belevingswereld van kinderen tot en met vijf jaar, waarbij een vergelijking wordt gemaakt met die van volwassenen.

Een fascinerende ontdekkingsreis naar ons onderbewustzijn Waarom kunnen sommige mensen geuren horen? Waarom remmen we nog voor we een plotse tegenligger echt hebben gezien? Waarom is het zo moeilijk om iets geheim te houden? En moeten we onze visie op de vrije wil helemaal herzien? Lange tijd moesten wetenschappers zich beroepen op inventieve manieren om een inkijk te krijgen in de 'black box' van onze hersenen. Maar dankzij de vooruitgang van allerlei beeldvormingstechnieken is ook de kennis over onze hersenen exponentieel toegenomen. Neurowetenschapper David Eagleman ontsluit in *Incognito* de 'verborgen agenda' van ons brein en ontrafelt vreemde fenomenen zoals het effect van drugs, gezichtsbedrog, synesthesie, de gevolgen van hersenbeschadiging en kunstmatige intelligentie, maar evengoed de complexe processen die nodig zijn om alledaagse fenomenen zoals autorijden tot een goed einde te brengen. In deze New York Times-bestseller slaagt Eagleman erin om de moeilijkste concepten in mensentaal uit te leggen. Verhelderend, amusant en perfect onderbouwd: *Incognito* is niet toevallig door diverse media verkozen als een van dé boeken van het jaar!

In *De man die zijn vrouw voor een hoed hield* vertelt Oliver Sacks de verhalen van mensen die lijden aan perceptuele en intellectuele afwijkingen: patiënten die hun herinneringen kwijt zijn, niet langer in staat zijn om geliefden of alledaagse voorwerpen te herkennen, of patiënten die te maken hebben met tics en die zonder dat te willen

obscuriteiten schreeuwen. Hoewel deze gevallen ons vaak bizar voorkomen, worden ze door Sacks' respectvolle en sympathieke wijze van vertellen diep menselijk. Aan de hand van fascinerende en vaak ontroerende ziektegeschiedenissen laat Sacks zien hoe het is om te moeten leven met een neurologische afwijking.

Advancing Conjugate Gaze advances Dr. Perri's Conjugate Gaze approach of manipulative reflex therapy to an integrated mind-body approach to reflex-based physical and somato-emotional therapeutics. Covering such diverse topics as the "tadpole child" of the autistic spectrum disorders to the underlying relationship of the cranial fascial planes to the chakras of the human body, Dr. Perri charts a specific and highly referenced approach to integrating dysfunctional mind-body interactions.

Advancing Conjugate Gaze will take interested practitioners of any physical medicine discipline as well as psychology to a full understanding of the conjugate gaze mechanism. Its application in conjunction with peripheral reflex contacts, verbal cues, spatial field of interaction, visceral fascial releases, cranial vault hold and release positions, and dural meningeal pelvic flexion will fully enhance a therapeutic reflex response and correction of dysfunctional body dynamics.

Structured for optimal use as a clinical reference and text, this comprehensive work reviews effective stress management techniques and their applications for treating psychological problems and enhancing physical health and performance. Leading experts present in-depth descriptions of progressive relaxation, hypnosis, biofeedback, meditation, cognitive methods, and other therapies. Tightly edited chapters examine each method's theoretical and empirical underpinnings and provide step-by-step guidelines for assessment and implementation, illustrated with detailed case examples. The volume also explains basic mechanisms of stress and relaxation and offers research-based guidance for improving treatment outcomes.

Eric Kandel, ook wel de grootste hersenwetenschapper ter wereld genoemd, schrijft in zijn boek 'De gestoorde geest' dat er eeuwenlang onderscheid is gemaakt tussen lichaam en geest. Psychische stoornissen zijn altijd opgevat als zuiver geestelijk en niet lichamelijk. Maar de werkelijkheid is dat er helemaal geen onderscheid gemaakt kan worden. Psychische problemen zijn neurologisch en neurologische psychisch. Eric Kandels levenswerk is erop gericht psychiatrie en neurobiologie bij elkaar te brengen. Hij begon als psychoanalyticus, maar raakte steeds meer geboeid door de biologische basis van psychische problemen. Door verstoringen van hersenfuncties te bestuderen en hun mogelijke behandelingen te onderzoeken, kunnen we ons begrip van gedachten, gedrag, geheugen en creativiteit in het gezonde brein vergroten. De gestoorde geest vat al Kandels bevindingen helder samen; het is de kroon op zijn levenslange onderzoek en is een van de invloedrijkste boeken over het brein ooit.

"The classic book has always read again and again." "What is the classic book?" "Why is the classic book?" "READ READ READ.. then you'll know it's excellence."

Wat is het verschil tussen menselijke en dierlijke intelligentie, en vooral: hoe komen we daarachter? In 'Zijn we slim genoeg om te weten hoe slim dieren zijn?' maakt Frans de Waal de balans op. Kan een octopus gereedschap gebruiken? Weten chimpansees wat eerlijk is? Kan een vogel raden wat een andere vogel weet? Voelen ratten empathie met hun vrienden? Niet zo lang geleden zou het antwoord op al deze vragen 'Nee' geweest zijn, maar nu zijn we er niet meer zo zeker van. Het zijn vragen die Frans de Waal al zijn hele carrière bezighouden. De laatste jaren heeft het onderzoek naar

dierlijke intelligentie een grote vlucht genomen. Onderzoekers proberen zich steeds meer te verplaatsen in het standpunt van dieren en als je goed kijkt, blijken dieren een stuk slimmer te zijn dan we dachten. 'Zijn we slim genoeg om te weten hoe slim dieren zijn?' is een fascinerend boek dat je op een werkelijk andere manier laat kijken naar wat dier én mens kunnen.

"Coursebook on law and neuroscience, including the bearing of neuroscience on criminal law, criminal procedure, and evidence"--

This book provides an overview of neural information processing research, which is one of the most important branches of neuroscience today. Neural information processing is an interdisciplinary subject, and the merging interaction between neuroscience and mathematics, physics, as well as information science plays a key role in the development of this field. This book begins with the anatomy of the central nervous system, followed by an introduction to various information processing models at different levels. The authors all have extensive experience in mathematics, physics and biomedical engineering, and have worked in this multidisciplinary area for a number of years. They present classical examples of how the pioneers in this field used theoretical analysis, mathematical modeling and computer simulation to solve neurobiological problems, and share their experiences and lessons learned. The book is intended for researchers and students with a mathematics, physics or informatics background who are interested in brain research and keen to understand the necessary neurobiology and how they can use their specialties to address neurobiological problems. It also provides inspiration for neuroscience students who are interested in learning how to use mathematics, physics or informatics approaches to solve problems in their field.

Wat is geluk precies en hoe werkt het in ons brein? Waarom zijn we zo gelukkig wanneer we thuiskomen? Waarom hebben we andere mensen nodig om gelukkig te zijn? Helpt lachen om je gelukkiger te voelen? En waren we écht gelukkiger als kind? Geluk wordt door de meeste van ons gezien als de ideale mentale staat: vrijwel alles wat we doen is gewijd aan het najagen ervan. Inmiddels zijn er talloze industrieën en producten ontwikkeld die zouden helpen bij de zoektocht naar geluk: denk aan lifestyle goeroes, wellness coaches, drankjes, pillen... Maar hoeveel weten we eigenlijk over geluk? Wat is het überhaupt, en waar komt het vandaan? In *The Happy Brain* onderzoekt Dean Burnett wat er gebeurt in ons brein wanneer we gelukkig zijn. Aan de hand van de laatste neurowetenschappelijke bevindingen en interviews met experts op het gebied van geluk probeert Burnett antwoord te geven op de meest uiteenlopende vragen. Een toegankelijk, verrassend en humoristisch boek over een onderwerp dat ons allemaal bezighoudt.

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