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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. For example, politicians who simply look more competent are more likely to win elections. 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? In this book, 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 Woodrow Wilson School of Public & International Affairs.

2017. 336 pages. 75 color illus. 75 halftones.
Cl: 978-0-691-16749-7 $32.95 | £27.95

“Face Value is an excellent book, with many surprising insights and many compelling illustrations that offer a complex aesthetic experience.”
—Daniel Kahneman, winner of the Nobel Prize in Economics and author of Thinking, Fast and Slow
“[A] timely and thought-provoking book.”
—Kent Berridge, University of Michigan

The Neuroscience of Emotion

This accessible and original book demonstrates that in order to understand emotion, we need to examine its biological roots. Only through a comparative approach that encompasses work at the molecular, cellular, systems, and cognitive levels will we be able to comprehend what emotions do, how the brain shapes their development, and even how we might engineer them into robots in the future.

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 the California Institute of Technology, and an Investigator of the Howard Hughes Medical Institute.

“The very first textbook on human spatial navigation, it will be invaluable to undergraduate students and researchers.”
—Thomas Wolbers, German Center for Neurodegenerative Diseases

Human Spatial Navigation

While there is more to learn on how our brain underlies our ability to navigate, neuroscience and psychology have begun to converge on some important answers. Tackling fundamental and unique issues, Human Spatial Navigation is the first book-length investigation into this subject and an ideal book for students and researchers seeking an accessible introduction to this important topic.

ARNE EKSTROM is associate professor of psychology at the University of California, Davis. HUGO SPIERS is associate professor of neuroscience at University College London. VÉRONIQUE BOHBOT is associate professor of psychiatry at McGill University. SHAYNA ROSENAUM is professor of psychology at York University.
“Passionate, provocative, and persuasive, Chambers’ book is filled with information and insights about current practices in psychology—and offers recommendations to enhance transparency and reproducibility.”
—Glenn Altschuler, Psychology Today

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.
“Ranging from neurobiology to behavior and psychology, Mike Ryan seamlessly integrates animal and human data. He also describes how science works, which is more important now than ever.”
— John Endler, Deakin University, Australia

A Taste for the Beautiful

Darwin argued that animals have “a taste for the beautiful” that drives their potential mates to evolve features that make them more sexually attractive and reproductively successful. But if Darwin explained why sexual beauty evolved in animals, he struggled to understand how. In A Taste for the Beautiful, Michael Ryan tells the remarkable story of how he and other scientists have transformed our understanding of sexual selection, shedding new light on human behavior in the process. Vividly written and filled with fascinating stories, this book will change how you think about beauty and attraction.

MICHAEL J. RYAN is the Clark Hubbs Regents Professor in Zoology at the University of Texas and a Senior Research Associate at the Smithsonian Tropical Research Institute in Panama.

“The origins of human language remain hotly debated, with an evolutionary account of it as elusive as ever. The Social Origins of Language provides a novel perspective on this question and charts a new path toward its resolution. Robert Seyfarth and Dorothy Cheney draw on their pioneering research to argue that social communication is the biological foundation upon which evolution built more complex language.”
—Tecumseh Fitch, author of The Evolution of Language

The Social Origins of Language

The origins of human language remain hotly debated, with an evolutionary account of it as elusive as ever. The Social Origins of Language provides a novel perspective on this question and charts a new path toward its resolution. Robert Seyfarth and Dorothy Cheney draw on their pioneering research to argue that social communication is the biological foundation upon which evolution built more complex language.

ROBERT M. SEYFARTH is professor of psychology and DOROTHY L. CHENEY is professor of biology at the University of Pennsylvania. MICHAEL L. PLATT is the James S. Riepe University Professor of neuroscience, psychology, and marketing at the University of Pennsylvania.
“Boyd sees culture as central to human evolution. This book’s value lies not just in its eloquent presentation but also in its citing and righting of common misunderstandings of this view.”
—Richard McElreath, Max Planck Institute for Evolutionary Anthropology

**A Different Kind of Animal**

Human beings have evolved to become the most dominant species on Earth. In this compelling book, Robert Boyd argues that culture—our ability to learn from each other—has been the essential ingredient of our remarkable success. *A Different Kind of Animal* demonstrates that while people are smart, we are not nearly smart enough to have solved the vast array of problems that confronted our species as it spread across the globe. A unique combination of cultural adaptation and large-scale cooperation has transformed our species and assured our survival—making us the different kind of animal we are today.

**Robert Boyd** is Origins Professor in the School of Human Evolution and Social Change at Arizona State University.

“Boyd sees culture as central to human evolution. This book’s value lies not just in its eloquent presentation but also in its citing and righting of common misunderstandings of this view.”
—David Barash, *Wall Street Journal*

**Darwin’s Unfinished Symphony**

This compelling and accessible book reveals how culture is not just the magnificent end product of an evolutionary process that produced a species unlike all others—it is also the key driving force behind that process. Drawing on his own groundbreaking research, and bringing it to life with vivid natural history, Laland explains how animals imitate, innovate, and have remarkable traditions of their own. He traces our rise from scavenger apes in prehistory to modern humans able to design iPhones, dance the tango, and send astronauts into space.

**Kevin N. Laland** is professor of behavioral and evolutionary biology at the University of St Andrews.
“This book is a marvelously insightful, thought-provoking, and stimulating synthesis of mate choice. Drawing on information from the fields of animal behavior, ecology, evolutionary genetics, and sensory physiology, it will be a source of information and inspiration for everyone interested in this fascinatingly complex topic.”
—Rosemary Grant, coauthor of *40 Years of Evolution: Darwin’s Finches on Daphne Major Island*

**Mate Choice**

The popular consensus on mate choice has long been that females select mates likely to pass good genes to offspring. *Mate Choice* argues that “good genes” play a relatively minor role in shaping mate choice decisions and demonstrates how mate choice is influenced by genetic factors, environmental effects, and social interactions.

**Gil G. Rosenthal** is professor of biology and of ecology and evolutionary biology at Texas A&M University. He is codirector of the CICHAZ field station in central Mexico.

“Students and researchers alike in the physical and life sciences will find the book fascinating.”
—King-Wai Yau, Johns Hopkins University School of Medicine

**From Photon to Neuron**

*From Photon to Neuron* provides undergraduates with an accessible introduction to the physics of light & offers a unified view of a broad range of optical and biological phenomena. Along the way, this richly illustrated textbook builds the necessary background in neuroscience, photochemistry & other disciplines.

**Philip Nelson** is professor of physics at the University of Pennsylvania. Among other honors, he has received the Biophysical Society’s Emily M. Gray Award for educational excellence.

**A Student’s Guide to Python for Physical Modeling**

Jesse M. Kinder & Philip Nelson

March 2018. 160 pages. 3 line illus.
Pa: 978-0-691-18057-1 $24.95 | £19.95
Cl: 978-0-691-18056-4 $45.00 | £37.95
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. Essays by leading researchers such as Christof Koch, George Church, Olaf Sporns, and May-Britt and Edvard Moser describe the spectacular technological advances that will enable us to map the more than eighty-five billion neurons in the brain, as well as the challenges that lie ahead 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.

“An awe-inspiring treasure trove of progress reports, frank opinions and exciting predictions from eminent neuroscientists of all genres.”

—Georgina Rippon, *Times Higher Education*

Do Zombies Dream of Undead Sheep?

With their endless wandering, lumbering gait, insatiable hunger, and apparently memory-free existence, zombies are the walking nightmares of our deepest fears. But what do these characteristic behaviors reveal about the inner workings of the zombie mind? Walking an ingenious line between seriousness and satire, *Do Zombies Dream of Undead Sheep?* leverages the popularity of zombie culture in order to give readers a solid foundation in neuroscience.

**TIMOTHY VERSTYEN** 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.

“[This book] is smart, informative, historically riveting, well referenced, and like all good zombie stories, wonderfully fun.”

—Steven C. Schlozman, *Science*
“Churchland provides an important service [with] Braintrust.”
—Richard S. Mathis, Science

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. A major new account of what really makes us moral, Braintrust challenges us to reconsider the origins of some of our most cherished values.

PATRICIA S. CHURCHLAND is professor emerita of philosophy at the University of California and an adjunct professor at the Salk Institute.

May 2018. 288 pages. 1 halftone. 11 line illus.
Pa: 978-0-691-18097-7  $17.95 | £14.95  Princeton Science Library
One of Choice's Outstanding Academic Titles for 2012

“An excellent introduction to the psychology of vision.”
—Steven M. Kastenbaum, Science Books & Films

Eye and Brain

Since the publication of the first edition in 1966, Eye and Brain has established itself worldwide as an essential introduction to the basic phenomena of visual perception. Richard Gregory offers clear explanations of how we see brightness, movement, color, and objects, and he explores the phenomena of visual illusions to establish principles about how perception normally works and why it sometimes fails.

RICHARD L. GREGORY (1923–2010) was an emeritus professor of neuropsychology at the University of Bristol.

2015. 296 pages. 37 color illus. 21 halftones. 78 line illus.

“[A]n astonishingly good book, both substantive and fun to read.”
—Michael L. Anderson, Journal of Consciousness Studies

Beyond the Brain

Beyond the Brain investigates the mind and brain and offers an alternative approach for understanding animal and human cognition. Barrett provides new insights into how animals and humans depend on their bodies and environment—not just their brains—to behave intelligently.

LOUISE BARRETT is Professor of Psychology and Canada Research Chair (Tier 1) in Cognition, Evolution, and Behavior at the University of Lethbridge.

2015. 288 pages. 14 line illus.
Pa: 978-0-691-16556-1  $23.95 | £19.95
Cl: 978-0-691-12644-9  $57.50 | £48.95
“[A] pleasure for the biologically and scientifically inclined.”
—Kirkus

The Secret of Our Success
What has enabled us to dominate the globe, more than any other species, while remaining virtually helpless as lone individuals? This book shows that the secret of our success lies not in our innate intelligence, but in our collective brains—on the ability of human groups to socially interconnect and learn from one another over generations.

JOSEPH HENRICH is professor of human evolutionary biology at Harvard University.

2017. 464 pages. 25 line illus. 5 tables.
Pa: 978-0-691-17843-1  $19.95 | £14.95
Cl: 978-0-691-16685-8  $29.95 | £24.95

“[A] rich and thorough cultural history of madness.”
—Susannah Cahalan, New York Post

Madness in Civilization
Today, mental disturbance is most commonly viewed through a medical lens, but societies have also sought to make sense of it through religion or the supernatural, or by constructing psychological or social explanations in an effort to tame the demons of unreason. Madness in Civilization paints a vivid portrait of the ways that cultures around the world have interpreted the irrational, psychotic, and insane.

ANDREW SCULL is Distinguished Professor of Sociology and Science Studies at the University of California, San Diego.

2016. 432 pages.
Pa: 978-0-691-17344-3  $24.95
Cl: 978-0-691-16615-5  $39.50  For sale only in U.S. and Canada

“[A] definitive work on this question.”
—Gavyn Davies, Financial Times

Expert Political Judgment
Since its original publication, Expert Political Judgment by New York Times bestselling author Philip Tetlock has established itself as a contemporary classic in the literature on evaluating expert opinion. This new edition explores what constitutes good judgment in predicting future events and looks at why experts are often wrong in their forecasts.

PHILIP E. TETLOCK is the Annenberg University Professor at the University of Pennsylvania.

2017. 368 pages.
Pa: 978-0-691-17597-3  $22.95 | £18.95
Cl: 978-0-691-17828-8  $99.00 | £82.95
“[A]n absorbing account of evolution.”
—Mark Pagel, author of Wired for Culture

Extended Heredity

It was assumed that genes alone mediate the transmission of biological information across generations. Extended Heredity challenges this premise.

RUSSELL BONDURIANSKY is associate professor at the University of New South Wales in Australia. TROY DAY is a professor at Queen’s University in Canada.

April 2018. 296 pages. 25 line illus. 15 halftones.
Cl: 978-0-691-15767-2 $29.95 | £24.95

“[A]n accessible explanation of a complex, technological topic.”
—Library Journal

Looking Inside the Brain

This book presents the story of the scanning techniques that provide keys to previously unimagined knowledge of our brains and our selves.

DENIS LE BIHAN is internationally recognized for his contributions to the development of imaging methods for the study of the human brain.

2014. 216 pages. 59 color illus.
Cl: 978-0-691-16061-0 $30.95 | £25.95

“[A] book of great scholarship, clarity, and intelligence.”
—Martin J. Blaser, author of Missing Microbes

Fundamentals of Microbiome Science

This book explains why microbiome science presents a more complete picture of the biology.

ANGELA E. DOUGLAS is the Daljit S. and Elaine Sarkaria Professor of Insect Physiology and Toxicology at Cornell University.

May 2018. 224 pages. 76 line illus. 2 tables.
Cl: 978-0-691-16034-4 $27.95 | £22.95

“An enjoyable and humane look at what could have been a bleak subject.”
—David Bainbridge, Literary Review

How Men Age

How Men Age explores how evolutionary theory can inform our understanding of male health and well-being.

RICHARD G. BRIBIESCAS is professor at Yale University.

April 2018. 192 pages. 10 line illus.
Pa: 978-0-691-18091-5 $17.95 | £14.95
Cl: 978-0-691-16063-4 $24.95 | £19.95
“[A] truly original, highly insightful, and highly readable book.”
—Nassim Nicholas Taleb

Reputation

Why do we care so much about how others see us? This book draws on philosophy, social psychology, sociology, economics, literature, and history to offer an illuminating account of an important subject.

GLORIA ORIGGI is a senior researcher at the Institut Jean Nicod at the National Center for Scientific Research.

2017. 296 pages. 2 half-tones. 5 line illus.
Cl: 978-0-691-17535-5 $29.95 | £24.95

“Brilliant.”—Kirkus Reviews (starred)

Big Mind

Big Mind reveals how collective intelligence can guide corporations, governments, and societies to make the most of human brains.

GEOFF MULGAN is chief executive of Nesta and a senior visiting scholar at Harvard University’s Ash Center. He was the director of the Prime Minister’s Strategy Unit and head of policy under Tony Blair.

2017. 288 pages. 5 line illus.
Cl: 978-0-691-17079-4 $29.95 | £24.95

“Original, engaging, and very readable.”—Ari Adut, author of Reign of Appearances: The Misery and Splendor of the Public Sphere

Taken for Granted

Taken for Granted takes a provocative look at the lexical choices we make every day without even realizing it.

EVIATAR ZERUBAVEL is Board of Governors and Distinguished Professor of Sociology at Rutgers University.

April 2018. 176 pages.
Cl: 978-0-691-17736-6 $24.95 | £19.95

“An engaging and uniquely personal perspective.”
—Helen S. Mayberg, Emory University School of Medicine

How Do You Feel?

How Do You Feel? brings together evidence from neuroscience, psychology, and psychiatry to present insights into how our brains enable us to experience the range of sensations and mental states known as feelings.

A. D. (BUD) CRAIG is an adjunct research professor at the University of Arizona College of Medicine, and Arizona State University.

2014. 384 pages. 16 color illus. 20 line illus.
Cl: 978-0-691-15676-7 $42.00 | £34.95
“This book charts new territory.”—Martine Durand, Organization for Economic Co-operation & Development

**The Origins of Happiness**

This book seeks to promote public policy changes that are based on what really matters to people.

**ANDREW E. CLARK. SARAH FLÈCHE. RICHARD LAYARD. NATTAVUDH POWDTHAVEE. GEORGE WARD.**

January 2018. 344 pages. 17 halftones. 32 line illus. 64 tables.

Cl: 978-0-691-17789-2  $35.00 | £27.95

“Complex ideas are made intelligible with the aid of . . . gorgeous close-up photographs and smart infographics.”—Library Journal

**Bird Brain**

This beautifully illustrated book provides an engaging exploration of the avian mind.

**NATHAN EMERY** is senior lecturer in cognitive biology at Queen Mary University of London.

2016. 192 pages. 175 color illus.

Cl: 978-0-691-16517-2  $29.95

“[A] must-read for any aspiring biophysicists.”

—Angie Ma, Contemporary Physics

**Biophysics**

*Biophysics* emphasizes the power of abstract physical principles to motivate new and novel experiments on biological systems.

**WILLIAM BIALEK** is the John Archibald Wheeler/Battelle Professor in Physics at Princeton University.

2012. 640 pages. 62 color illus. 15 halftones. 141 line illus. 1 table.

Cl: 978-0-691-13891-6  $99.95 | £83.95

Winner of the 2013 Swartz Prize for Theoretical and Computational Neuroscience, Society for Neuroscience

“[T]his is the best text I know on how sound actually works.”

—David Politzer, Nobel Laureate in Physics

**Why You Hear What You Hear**

This book on the physics of sound includes production, analysis, and perception of sound. It also offers nearly 400 full-color illustrations, and a selection of original exercises.

**ERIC J. HELLER** is the Abbott and James Lawrence Professor of Chemistry and Professor of Physics at Harvard University

2012. 624 pages. 397 color illus.

Cl: 978-0-691-14859-5  $120.00 | £99.95
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