

**Psychology-related books now in the James M. Bennett Media Center.
(All information about each title was retrieved from www.amazon.com)**

The Boy Who Couldn't Stop Washing: The Experience and Treatment of Obsessive-Compulsive Disorder

Judith L. Rapoport (Author)

[4.5 out of 5 stars](#) ([27 customer reviews](#))

Up to six million Americans suffer from Obsessive-Compulsive Disorder. Petty thoughts and pointless rituals that sufferers are powerless to stop, repeating them over and over until they feel as though they've "gotten it right." In this landmark study, eminent psychiatrist Judith L. Rapoport recounts the extraordinary experiences of dozens of her patients and discusses new and existing treatments. Also included are guidelines for diagnosis as well as resources and references. This important book is for everyone who is fascinated with the workings of the human mind.

The Boy Who Finally Stopped Washing

John B. (Author)

[4.5 out of 5 stars](#) ([10 customer reviews](#))

This is the only OCD book written by a recovering OCD sufferer who also happens to be an OCD therapist. The Boy Who Finally Stopped Washing is not only a memoir about one OCD sufferer, but also included are a rich variety of self-help techniques and E/RP treatment utilized by many in the book. E/RP (exposure and response-prevention), the OCD treatment-of-choice, is thoroughly explained and demonstrated in the authors' as well as his clients' struggles. The Boy Who Finally Stopped Washing derives its title and starts a troubled boy's story from the best-selling book *The Boy Who Couldn't Stop Washing* (9780451172020) by Judith Rapoport, MD. The former book illustrates one man's struggles with obsessive-compulsive disorder (OCD) for more than twenty-five years. He is both a sufferer and a psychotherapist who has primarily treated OCD for over ten years; he elaborates on his views about managing and tolerating his and others' symptoms. By carefully scrutinizing important life events, the author brings OCD to life using humor and profound understanding and insight. An entire section of the book looks at how loved ones have and do observe and respond to difficulties imposed upon the author and his relationships with others. Also included in the book is a history of the author's revelation of his diagnosis and his experiences about how others react to learning his very personal information.

The Narcissism Epidemic: Living in the Age of Entitlement

Jean M. Twenge (Author)

[3.8 out of 5 stars](#) ([113 customer reviews](#))

Narcissism—an inflated view of the self—is everywhere. Public figures say it's what makes them stray from their wives. Parents teach it by dressing children in T-shirts that say "Princess." Teenagers and young adults hone it on Facebook, and celebrity newsmakers have elevated it to an art form. And it's what's making people depressed, lonely, and buried under piles of debt.

Jean Twenge's influential first book, *Generation Me*, spurred a national debate with its depiction of the challenges twenty- and thirty-somethings face in today's world—and the fallout these issues create for educators and employers. Now, Dr. Twenge turns her focus to the pernicious spread of narcissism in today's culture, which has repercussions for every age group and class. Dr. Twenge joins forces with W. Keith Campbell, Ph.D., a nationally recognized expert on narcissism, to explore this new plague in *The Narcissism Epidemic*, their eye-opening exposition of the alarming rise of narcissism and its catastrophic effects at every level of society. Even the world economy has been damaged by risky, unrealistic overconfidence. Drawing on their own extensive research as well as decades of other experts' studies, Drs. Twenge and Campbell show us how to identify narcissism, minimize the forces that sustain and transmit it, and treat it or manage it where we find it. Filled with arresting, alarming, and even amusing stories of vanity gone off the tracks (would you like to hire your own personal paparazzi?), *The Narcissism Epidemic* is at once a riveting window into the consequences of narcissism, a prescription to combat the widespread problems it causes, and a probing analysis of the culture at large.

Blink: The Power of Thinking Without Thinking

Malcolm Gladwell (Author)

3.7 out of 5 stars [See all reviews \(1,328 customer reviews\)](#)

In his landmark bestseller *The Tipping Point*, Malcolm Gladwell redefined how we understand the world around us. Now, in *Blink*, he revolutionizes the way we understand the world within.

Blink is a book about how we think without thinking, about choices that seem to be made in an instant-in the blink of an eye-that actually aren't as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work-in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others?

In *Blink* we meet the psychologist who has learned to predict whether a marriage will last, based on a few minutes of observing a couple; the tennis coach who knows when a player will double-fault before the racket even makes contact with the ball; the antiquities experts who recognize a fake at a glance. Here, too, are great failures of "blink": the election of Warren Harding; "New Coke"; and the shooting of Amadou Diallo by police.

Blink reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"-filtering the very few factors that matter from an overwhelming number of variables.

50 Great Myths of Popular Psychology: Shattering Widespread Misconceptions about Human Behavior

[Scott O. Lilienfeld](#) (Author), [Steven Jay Lynn](#) (Author), [John Ruscio](#) (Author), [Barry L. Beyerstein](#) (Author)

4.2 out of 5 stars [\(39 customer reviews\)](#)

50 Great Myths of Popular Psychology uses popular myths as a vehicle for helping students and laypersons to distinguish science from pseudoscience.

- Uses common myths as a vehicle for exploring how to distinguish factual from fictional claims in popular psychology
- Explores topics that readers will relate to, but often misunderstand, such as 'opposites attract', 'people use only 10% of their brains', and 'handwriting reveals your personality'
- Provides a 'mythbusting kit' for evaluating folk psychology claims in everyday life
- Teaches essential critical thinking skills through detailed discussions of each myth
- Includes over 200 additional psychological myths for readers to explore
Contains an Appendix of useful Web Sites for examining psychological myths
- Features a postscript of remarkable psychological findings that sound like myths but that are true
- Engaging and accessible writing style that appeals to students and lay readers alike

Emotions Revealed, Second Edition: Recognizing Faces and Feelings to Improve Communication and Emotional Life

[Paul Ekman](#) (Author)

4.4 out of 5 stars [\(38 customer reviews\)](#)

**"A tour de force. If you read this book, you'll never look at other people in quite the same way again."--
Malcolm Gladwell**

Renowned psychologist Paul Ekman explains the roots of our emotions--anger, fear, disgust, sadness, and happiness--and shows how they cascade across our faces, providing clear signals to those who can identify the clues. As featured in Malcolm Gladwell's bestseller *Blink*, Ekman's Facial Action Coding System offers intense training in recognizing feelings in spouses, children, colleagues, even strangers on the street.

In *Emotions Revealed*, Ekman distills decades of research into a practical, mind-opening, and life-changing guide to reading the emotions of those around us. He answers such questions as: How does our body signal to others whether we are slightly sad or anguished, peeved or enraged? Can we learn to distinguish between a polite smile and the genuine thing? Can we ever truly control our emotions? Packed with unique exercises and photographs, and a new chapter on emotions and lying that encompasses security and terrorism as well as gut decisions, *Emotions Revealed* is an indispensable resource for navigating our emotional world.

Generation Me: Why Today's Young Americans Are More Confident, Assertive, Entitled- -and More Miserable Than Ever Before

[Jean M. Twenge](#) (Author)

3.7 out of 5 stars (110 customer reviews)

Called “The Entitlement Generation” or Gen Y, they are storming into schools, colleges, and businesses all over the country. In this provocative new book, headline-making psychologist and social commentator Dr. Jean Twenge explores why the young people she calls “Generation Me”—those born in the 1970s, 1980s, and 1990s—are tolerant, confident, open-minded, and ambitious but also cynical, depressed, lonely, and anxious.

Herself a member of Generation Me, Dr. Twenge uses findings from the largest intergenerational research study ever conducted—with data from 1.3 million respondents spanning six decades—to reveal how profoundly different today’s young adults are. Here are the shocking truths about this generation, including dramatic differences in sexual behavior, as well as controversial predictions about what the future holds for them and society as a whole. Her often humorous, eyebrow-raising stories about real people vividly bring to life the hopes and dreams, disappointments, and challenges of Generation Me.

GenMe has created a profound shift in the American character, changing what it means to be an individual in today’s society. The collision of this generation’s entitled self-focus and today’s competitive marketplace will create one of the most daunting challenges of the new century. Engaging, controversial, prescriptive, funny, *Generation Me* will give Boomers new insight into their offspring, and help those in their teens, 20s, and 30s finally make sense of themselves and their goals and find their road to happiness.

Everything In Its Place: My Trials and Triumphs with Obsessive Compulsive Disorder

[Marc Summers](#) (Author), [Eric Hollander](#) (Author)

4.7 out of 5 stars (27 customer reviews)

In this intimate and engaging account of his struggle with obsessive compulsive disorder, television celebrity and Obsessive Compulsive Foundation national spokesperson Marc Summers redefines the disorder by showing its positive aspects.

As the host of Nickelodeon's *Double Dare* and *Family Double Dare*, two of the sloppiest game shows on television, it was Marc Summers's job to be cheerfully splattered with goo. While smiling on the outside, however, inwardly Summers was consumed by anxiety. It wasn't until preeminent psychiatrist Dr. Eric Hollander appeared as a guest on Summers's Lifetime talk show that the source of his distress became clear: like an estimated 6 million Americans today--that's one in forty adults--Summers suffers the effects of obsessive compulsive disorder.

Everything in Its Place has been written for the many functional people battling OCD in silence, people who do not identify with popular profiles of OCD sufferers as bizarre, mentally ill victims. Extending beyond a memoir, clinical study, or how-to manual, Summers's book explores positive aspects of the disorder that can actually foster success.

For the millions of people who suspect their strange quirks are symptoms of the disorder, Summers clarifies the differences between superstition, caution, and real OCD. For those who have OCD and think they're alone in the world, he sets a positive example with his personal success. Informed by the latest research findings as well as the unique perspective of the doctor who made Summers's own symptoms manageable, *Everything in Its Place* is a book on OCD unlike any other. (Summers can currently be seen as the host of *Unwrapped* on The Food Network.)

Psychology: A Beginner's Guide (Beginners Guide)

[Neil G. Martin](#) (Author)

Can personality and intelligence be measured? Is being physically attractive an advantage? Is it really better to forgive and forget? How do babies learn to perceive and think? Can listening to Mozart improve IQ? What happens when we sleep? Attempting to answer these important questions and more, psychology the scientific study of human and nonhuman behaviour has never been more popular. From TV experts to the amateur musings of your best friend, the language of psychology has permeated all aspects of everyday life. Here, the author proves that modern psychology concerns far more than the everyday stereotypes of Freud, Jung, and common sense advice. Exploring the senses, how memory works, and what determines our intelligence and personality, this Beginner's Guide is informed by the latest cutting-edge research and provides a vibrant and witty examination of the very heart of what it is to be human.

Introducing Psychology: A Graphic Guide

[Nigel Benson](#) (Author)

4.9 out of 5 stars [See all reviews](#) ([8 customer reviews](#))

What is psychology? When did it begin? Where did it come from? How does psychology compare with related subjects such as psychiatry and psychotherapy? To what extent is it scientific? "Introducing Psychology" answers all these questions and more, explaining what the subject has been in the past and what it is now. The main "schools" of thought and the sections within psychology are described, including Introspection, Biopsychology, Psychoanalysis, Behaviourism, Comparative (Animal) Psychology, Cognitive Approaches (including the Gestalt movement), Social Psychology, Developmental Psychology and Humanism. The key figures covered include: Freud, Pavlov, Skinner, Bandura, Piaget, Bowlby, Maslow and Rogers, as well as many lesser-known but important psychologists.

Beyond Freedom & Dignity

[B. F. Skinner](#) (Author)

3.6 out of 5 stars ([20 customer reviews](#))

In this profound and profoundly controversial work, a landmark of 20th-century thought originally published in 1971, B. F. Skinner makes his definitive statement about humankind and society.

Insisting that the problems of the world today can be solved only by dealing much more effectively with human behavior, Skinner argues that our traditional concepts of freedom and dignity must be sharply revised. They have played an important historical role in our struggle against many kinds of tyranny, he acknowledges, but they are now responsible for the futile defense of a presumed free and autonomous individual; they are perpetuating our use of punishment and blocking the development of more effective cultural practices. Basing his arguments on the massive results of the experimental analysis of behavior he pioneered, Skinner rejects traditional explanations of behavior in terms of states of mind, feelings, and other mental attributes in favor of explanations to be sought in the interaction between genetic endowment and personal history. He argues that instead of promoting freedom and dignity as personal attributes, we should direct our attention to the physical and social environments in which people live. It is the environment rather than humankind itself that must be changed if the traditional goals of the struggle for freedom and dignity are to be reached.

Beyond Freedom and Dignity urges us to reexamine the ideals we have taken for granted and to consider the possibility of a radically behaviorist approach to human problems—one that has appeared to some incompatible with those ideals, but which envisions the building of a world in which humankind can attain its greatest possible achievements.

Enduring Issues in Psychology: Opposing Viewpoints

[Toni Blake](#) (Editor)

This anthology presents a wide variety of views on thought-provoking issues and encourages readers to form their own opinions. The readings are written by famous psychologists and philosophers from classical and contemporary times. In Psychology, the original views of theorists such as Freud, Skinner, Ellis, Rogers, Maslow, Allport, Erikson, and Piaget are presented along with debates to demonstrate how their ideas apply in real-world situations. A discussion of whether psychological disorders such as alcoholism and depression are determined by socialization or biology is included. Philosophy poses questions about knowledge and reason, the existence of God, the meaning of morality, and the role of government in our lives. Descartes, Locke, Nagel, Hume, Russell, Marx, and Aquinas are all represented. These books can be used as stand-alone titles, as readings to support introductory texts, or for independent study. They are well organized by topic rather than chronologically, and present a balance of pro and con on each issue. Chapter prefaces, indexes, lists of further readings, and study questions add to the value of this series.

Born On A Blue Day: Inside the Extraordinary Mind of an Autistic Savant

[Daniel Tammet](#) (Author)

4.4 out of 5 stars ([192 customer reviews](#))

Born on a Blue Day is a journey into one of the most fascinating minds alive today—guided by the owner himself. Daniel Tammet is virtually unique among people who have severe autistic disorders in that he is capable of living a fully independent life and able to explain what is happening inside his head.

He sees numbers as shapes, colors, and textures, and he can perform extraordinary calculations in his head. He can learn to speak new languages fluently, from scratch, in a week. In 2004, he memorized and recited more than 22,000 digits of pi, setting a record. He has savant syndrome, an extremely rare condition that gives him the most unimaginable mental powers, much like those portrayed by Dustin Hoffman in the film *Rain Man*.

Fascinating and inspiring, *Born on a Blue Day* explores what it's like to be special and gives us an insight into what makes us all human—our minds.

The Man Who Mistook His Wife For A Hat: And Other Clinical Tales

[Oliver Sacks](#) (Author)

4.4 out of 5 stars ([152 customer reviews](#))

In his most extraordinary book, "one of the great clinical writers of the 20th century" (*The New York Times*) recounts the case histories of patients lost in the bizarre, apparently inescapable world of neurological disorders. Oliver Sacks's *The Man Who Mistook His Wife for a Hat* tells the stories of individuals afflicted with fantastic perceptual and intellectual aberrations: patients who have lost their memories and with them the greater part of their pasts; who are no longer able to recognize people and common objects; who are stricken with violent tics and grimaces or who shout involuntary obscenities; whose limbs have become alien; who have been dismissed as retarded yet are gifted with uncanny artistic or mathematical talents.

If inconceivably strange, these brilliant tales remain, in Dr. Sacks's splendid and sympathetic telling, deeply human. They are studies of life struggling against incredible adversity, and they enable us to enter the world of the neurologically impaired, to imagine with our hearts what it must be to live and feel as they do. A great healer, Sacks never loses sight of medicine's ultimate responsibility: "the suffering, afflicted, fighting human subject."

The Lucifer Effect: Understanding How Good People Turn Evil

[Philip Zimbardo](#) (Author)

4.2 out of 5 stars ([101 customer reviews](#))

What makes good people do bad things? How can moral people be seduced to act immorally? Where is the line separating good from evil, and who is in danger of crossing it?

Renowned social psychologist Philip Zimbardo has the answers, and in *The Lucifer Effect* he explains how—and the myriad reasons why—we are all susceptible to the lure of “the dark side.” Drawing on examples from history as well as his own trailblazing research, Zimbardo details how situational forces and group dynamics can work in concert to make monsters out of decent men and women.

Zimbardo is perhaps best known as the creator of the Stanford Prison Experiment. Here, for the first time and in detail, he tells the full story of this landmark study, in which a group of college-student volunteers was randomly divided into “guards” and “inmates” and then placed in a mock prison environment. Within a week the study was abandoned, as ordinary college students were transformed into either brutal, sadistic guards or emotionally broken prisoners.

By illuminating the psychological causes behind such disturbing metamorphoses, Zimbardo enables us to better understand a variety of harrowing phenomena, from corporate malfeasance to organized genocide to how once upstanding American soldiers came to abuse and torture Iraqi detainees in Abu Ghraib. He replaces the long-held notion of the “bad apple” with that of the “bad barrel”—the idea that the social setting and the system contaminate the individual, rather than the other way around.

This is a book that dares to hold a mirror up to mankind, showing us that we might not be who we think we are. While forcing us to reexamine what we are capable of doing when caught up in the crucible of behavioral dynamics, though, Zimbardo also offers hope. We are capable of resisting evil, he argues, and can even teach ourselves to act heroically. Like Hannah Arendt’s *Eichmann in Jerusalem* and Steven Pinker’s *The Blank Slate*, *The Lucifer Effect* is a shocking, engrossing study that will change the way we view human behavior.

Mind Hacks: Tips & Tools for Using Your Brain

[Tom Stafford](#) (Author), [Matt Webb](#) (Author)

4.2 out of 5 stars ([25 customer reviews](#))

The brain is a fearsomely complex information-processing environment—one that often eludes our ability to understand it. At any given time, the brain is collecting, filtering, and analyzing information and, in response, performing countless intricate processes, some of which are automatic, some voluntary, some conscious, and some unconscious.

Cognitive neuroscience is one of the ways we have to understand the workings of our minds. It's the study of the brain biology behind our mental functions: a collection of methods—like brain scanning and computational modeling—combined with a way of looking at psychological phenomena and discovering where, why, and how the brain makes them happen.

Want to know more? *Mind Hacks* is a collection of probes into the moment-by-moment works of the brain. Using cognitive neuroscience, these experiments, tricks, and tips related to vision, motor skills, attention, cognition, subliminal perception, and more throw light on how the human brain works. Each hack examines specific operations of the brain. By seeing how the brain responds, we pick up clues about the architecture and design of the brain, learning a little bit more about how the brain is put together.

Mind Hacks begins your exploration of the mind with a look inside the brain itself, using hacks such as "Transcranial Magnetic Stimulation: Turn On and Off Bits of the Brain" and "Tour the Cortex and the Four Lobes." Also among the 100 hacks in this book, you'll find:

- Release Eye Fixations for Faster Reactions
- See Movement When All is Still
- Feel the Presence and Loss of Attention
- Detect Sounds on the Margins of Certainty
- Mold Your Body Schema
- Test Your Handedness
- See a Person in Moving Lights
- Make Events Understandable as Cause-and-Effect
- Boost Memory by Using Context
- Understand Detail and the Limits of Attention

Steven Johnson, author of "Mind Wide Open" writes in his foreword to the book, "These hacks amaze because they reveal the brain's hidden logic; they shed light on the cheats and shortcuts and latent assumptions our brains make about the world." If you want to know more about what's going on in your head, then *Mind Hacks* is the key--let yourself play with the interface between you and the world.

The Feel-Good Curriculum: The Dumbing Down Of America's Kids In The Name Of Self-esteem

[Maureen Stout](#) (Author), [Ph.D., Maureen Stout](#) (Author)

[4.2 out of 5 stars](#) ([14 customer reviews](#))

The so-called self-esteem movement—a progressive, child-centered, discovery model of schooling—has transformed schools into therapeutic clinics and teachers into counselors, creating a generation of entitled, righteous, underachieving children. An insider's account of the pernicious aspects of this seemingly well-meaning movement, *The Feel-Good Curriculum* provides devastating evidence that our belief in the power and importance of self-esteem in education is misplaced and without basis. Avoiding political posturing and political correctness, *The Feel-Good Curriculum* identifies the four specific effects of self-esteem's stranglehold on our schools—narcissism, emotivism, separatism, and cynicism. It prescribes antidotes to them—empathy, rationality and morality, connectedness, and skepticism—and offers a hopeful view of educational philosophy for the next millennium. Professor Stout urges us to replace our coddling, indulgent approach to building self-esteem in children with a sense of authentic self-confidence developed from intellectual, physical, and moral effort and achievement.

Portraits of the Mind: Visualizing the Brain from Antiquity to the 21st Century

[Carl Schoonover](#) (Author)

[4.3 out of 5 stars](#) ([7 customer reviews](#))

Portraits of the Mind follows the fascinating history of our exploration of the brain through images, from medieval sketches and 19th-century drawings by the founder of modern neuroscience to images produced using state-of-the-art techniques, allowing us to see the fantastic networks in the brain as never before. These black-and-white and vibrantly colored images, many resembling abstract art, are employed daily by scientists around the world, but most have never before been seen by the general public. Each chapter addresses a different set of techniques for studying the brain as revealed through the images, and each is introduced by a leading scientist in that field of study. Author Carl Schoonover's captions provide detailed explanations of each image as well as the major insights gained by scientists over the course of the past 20 years. Accessible to a wide audience, this book reveals the elegant methods applied to study the mind, giving readers a peek at its innermost workings, helping us to understand them, and offering clues about what may lie ahead.

Research Stories for Introductory Psychology (3rd Edition)

[Joshua Duntley](#) (Author), [Lary C Shaffer](#) (Author), [Matthew R. Merrens](#) (Author)

In order to think critically, students need to know that the findings of psychology are tightly laced to the methods. It is with this premise that *Research Stories for Introductory Psychology* begins. The unique collection of readings retells 32 stories of key research that explain the very foundation of the discipline. Chapters are organized to correspond with those of nearly every introductory text, making it an ideal supplemental text. *Research Stories for Introductory Psychology* can also be used in place of a more traditional book or in conjunction with additional paperbacks.

- **Thirty-two research stories** range from “Yoking Smoking” to “Going to Pot”; from “Who's Afraid of the Big Bad Ad?” to “Does TV Violence Sell?”; from “I Think I Can, I Think I Can” to “You're Driving Me Crazy.”
- **Discussion of methods** behind each study encourages critical thinking about key concepts.
- **Retelling of complex contemporary research** in a simplified form is the first step in teaching the skills required for understanding current professional journal articles in psychology.
- **Up-to-date research** allows students to see the current state of psychology. Several classic studies illustrate important historical roots, but the text focuses on information from the last decade.
- **New topics** in this edition include: the outcomes of children of gay parents; the influence of context on homogeneity and heterogeneity biases; the relationship between self-esteem and aggression; and the effectiveness of token economies.

Why Don't Students Like School: A Cognitive Scientist Answers Questions About How the Mind Works and What It Means for the Classroom

[Daniel T. Willingham](#) (Author)

4.5 out of 5 stars ([72 customer reviews](#))

Easy-to-apply, scientifically-based approaches for engaging students in the classroom

Cognitive scientist Dan Willingham focuses his acclaimed research on the biological and cognitive basis of learning. His book will help teachers improve their practice by explaining how they and their students think and learn. It reveals the importance of story, emotion, memory, context, and routine in building knowledge and creating lasting learning experiences.

- Nine, easy-to-understand principles with clear applications for the classroom
- Includes surprising findings, such as that intelligence is malleable, and that you cannot develop "thinking skills" without facts
- How an understanding of the brain's workings can help teachers hone their teaching skills

"Mr. Willingham's answers apply just as well outside the classroom. Corporate trainers, marketers and, not least, parents -anyone who cares about how we learn-should find his book valuable reading."

—*Wall Street Journal*

The following titles are scheduled to be added in the fall of 2012

Flim-Flam! Psychics, ESP, Unicorns, and Other Delusions

[James Randi](#) (Author)

4.2 out of 5 stars ([89 customer reviews](#))

In this book, Randi explores and exposes what he believes to be the outrageous deception that has been promoted widely in the media. Unafraid to call researchers to account for their failures and impostures, Randi tells us that we have been badly served by scientists who have failed to follow the procedures required by their training and traditions. Here, he shows us how what he views as sloppy research has been followed by

rationalisations of evident failures, and we see these errors and misrepresentations clearly pointed out. Mr. Randi provides us with a compelling and convincing document that will certainly startle and enlighten all who read it.

Obedience to Authority: An Experimental View (Perennial Classics)

[Stanley Milgram](#) (Author)

4.8 out of 5 stars ([33 customer reviews](#))

In the 1960s Stanley Milgram carried out a series of experiments in which human subjects were given progressively more painful electro-shocks in a careful calibrated series to determine to what extent people will obey orders even when they knew them to be painful and immoral-to determine how people will obey authority regardless of consequences. These experiments came under heavy criticism at the time but have ultimately been vindicated by the scientific community. This book is Milgram's vivid and persuasive explanation of his methods.

Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School

[John Medina](#) (Author)

4.5 out of 5 stars ([250 customer reviews](#))

See how the brain works while using it in the process of reading this book! Most of us have no idea what's really going on inside our heads. Yet brain scientists have uncovered details every business leader, parent, and teacher should know - like that physical activity boosts your brain power.

How do we learn? What exactly do sleep and stress do to our brains? Why is multi-tasking a myth? Why is it so easy to forget - and so important to repeat new information? Is it true that men and women have different brains?

In *Brain Rules*, Dr. John Medina, a molecular biologist, shares his lifelong interest in how the brain sciences might influence the way we teach our children and the way we work. In each chapter, he describes a brain rule - what scientists know for sure about how our brains work - and then offers transformative ideas for our daily lives.

Medina's fascinating stories and sense of humour breathe life into brain science. You'll learn why Michael Jordan was no good at baseball. You'll peer over a surgeon's shoulder as he proves that we have a Jennifer Aniston neuron. You'll meet a boy who has an amazing memory for music but can't tie his own shoes.

The Psychology of Survivor: Leading Psychologists Take an Unauthorized Look at the Most Elaborate Psychological Experiment Ever Conducted . . . Survivor!

[Richard J. Gerrig](#) (Editor)

3.8 out of 5 stars ([6 customer reviews](#))

The Psychology of Survivor is a collection of essays on the popular reality show, *Survivor*, and is not authorized by CBS, writers, creators, or producers of *Survivor*, or anyone associated with the show.

From situational ethics and tribal loyalties to stress and body image, this collection of essays employs cutting-edge psychology to delve into the dynamics of the hit television show *Survivor*. Containing new thoughts and theories on the past 13 seasons of the show—which many consider the mother of reality television—this analysis looks at the root behaviors and emotions that come to light while people are being filmed competing for a large sum of money while stranded on a deserted island. Insight into the program's psychodynamics explores why macho alpha males rarely win, what makes fellow survivors like one another, and why the behavior of certain players, such as Rob Cesternino, became infamous.

The Psychology of Harry Potter: An Unauthorized Examination Of The Boy Who Lived

[Neil Mulholland Ph.D.](#) (Editor)

3.8 out of 5 stars ([6 customer reviews](#))

Leading psychologists delve into the world and characters of Harry Potter in this revealing look at J. K. Rowling's constructed universe, using the characters and their puzzling situations to offer insight into real-world psychology. Designed to appeal to both fans of pop culture and students of psychology, this unique blend of scholarship and contemporary criticism consists of essays by professional psychologists hailing from schools and clinical practices throughout the world. Every major area of psychology is covered as the contributors tackle such heady questions as *Is Harry a cranky adolescent or suffering from real post-traumatic-stress disorder? Is Voldemort evil incarnate or a misguided boy now twisted beyond recognition?* and *Is Snape treacherous or struggling for redemption?*, revealing the fictional world's complex psychological brew.

The Psychology of the Simpsons: D'oh!

[Alan S. Brown](#) (Editor), [Chris Logan](#) (Editor)

3.8 out of 5 stars ([6 customer reviews](#))

Psychologists turn their attention to *The Simpsons*, one of America's most popular and beloved shows, in these essays that explore the functions and dysfunctions of the show's characters. Designed to appeal to both fans of the show and students of psychology, this unique blend of science and pop culture consists of essays by professional psychologists drawn from schools and clinical practices across the country. Each essay is designed to be accessible, thoughtful, and entertaining, while providing the reader with insights into both *The Simpsons* and the latest in psychological thought. Every major area of psychology is covered—from clinical psychology and cognition to abnormal and evolutionary psychology—while fresh views on eclectic show topics such as gambling addiction, pavlovian conditioning, family therapy, and lobotomies are explored.

The Psychology of Superheroes: An Unauthorized Exploration

[Robin S. Rosenberg](#) (Editor), [Jennifer Canzoneri](#) (Editor)

3.2 out of 5 stars ([6 customer reviews](#))

Unmasking superhuman abilities and double lives, this analysis showcases nearly two dozen psychologists as their essays explore the minds of pop culture's most intriguing and daring superheroes, including Spider-Man, Batman, Superman, and the X-Men. Exposing the inner thoughts that these reclusive heroes would only dare share with trained professionals, heady experts give detailed psychoanalyses of what makes specific superheroes tick while answering such questions as *Why do superheroes choose to be superheroes? Why is there so much prejudice against the X-Men mutants? What makes Spider-Man so altruistic?* and *Why are supervillains so aggressive?* Additionally, the essays tackle why superheroes have such an enduring effect on American culture.

The Last Lecture [Deluxe Edition]

[Randy Pausch](#) (Author), [Jeffrey Zaslow](#) (Author)

4.5 out of 5 stars ([1,231 customer reviews](#))

A lot of professors give talks titled "The Last Lecture." Professors are asked to consider their demise and to ruminate on what matters most to them. And while they speak, audiences can't help but mull the same question: What wisdom would we impart to the world if we knew it was our last chance? If we had to vanish tomorrow, what would we want as our legacy?

When Randy Pausch, a computer science professor at Carnegie Mellon, was asked to give such a lecture, he didn't have to imagine it as his last, since he had recently been diagnosed with terminal cancer. But the lecture he gave--"Really Achieving Your Childhood Dreams"--wasn't about dying. It was about the importance of overcoming obstacles, of enabling the dreams of others, of seizing every moment (because "time is all you have...and you may find one day that you have less than you think"). It was a summation of everything Randy had come to believe. It was about living.

In this book, Randy Pausch has combined the humor, inspiration and intelligence that made his lecture such a phenomenon and given it an indelible form. It is a book that will be shared for generations to come.

"We cannot change the cards we are dealt, just how we play the hand." --Randy Pausch

Recovered, Not Cured: A Journey Through Schizophrenia

[Richard McLean](#) (Author)

4.7 out of 5 stars ([9 customer reviews](#))

This very personal exploration of schizophrenia explores each stage, from the early signs and reactions from friends and family to seeking help and the challenges of recovery. McLean bravely shares his paranoid delusions and offers both a verbal and a visual experience by including digital artwork he created to help objectify and control his impulses and fears. As McLean relates his experiences step by step, issues of sexuality, identity, and drug abuse are discussed, along with the overarching issues relating to mental health and the medical profession. Messages from online posters who either have suffered from mental illness or have cared for the mentally ill are included throughout, adding more perspectives to the author's personal experiences. This powerful combination of words and pictures provides a unique and poignant insight into a hidden, internal world.

What the Dog Saw: And Other Adventures

[Malcolm Gladwell](#) (Author)

4.1 out of 5 stars ([231 customer reviews](#))

What is the difference between choking and panicking? Why are there dozens of varieties of mustard-but only one variety of ketchup? What do football players teach us about how to hire teachers? What does hair dye tell us about the history of the 20th century?

In the past decade, Malcolm Gladwell has written three books that have radically changed how we understand our world and ourselves: *The Tipping Point*; *Blink*; and *Outliers*. Now, in *What the Dog Saw*, he brings together, for the first time, the best of his writing from *The New Yorker* over the same period.

Here is the bittersweet tale of the inventor of the birth control pill, and the dazzling inventions of the pasta sauce pioneer Howard Moskowitz. Gladwell sits with Ron Popeil, the king of the American kitchen, as he sells rotisserie ovens, and divines the secrets of Cesar Millan, the "dog whisperer" who can calm savage animals with the touch of his hand. He explores intelligence tests and ethnic profiling and "hindsight bias" and why it was that everyone in Silicon Valley once tripped over themselves to hire the same college graduate.

"Good writing," Gladwell says in his preface, "does not succeed or fail on the strength of its ability to persuade. It succeeds or fails on the strength of its ability to engage you, to make you think, to give you a glimpse into someone else's head." *What the Dog Saw* is yet another example of the buoyant spirit and unflagging curiosity that have made Malcolm Gladwell our most brilliant investigator of the hidden extraordinary.

Welcome to Your Brain: Why You Lose Your Car Keys but Never Forget How to Drive and Other Puzzles of Everyday Life

[Sam Wang](#) (Author), [Sandra Aamodt](#) (Author)

4.1 out of 5 stars ([41 customer reviews](#))

The popular, myth-busting guide to the neuroscience of everyday life, by two high-profile neuroscientists.

In this lively book, Sandra Aamodt and Sam Wang dispel common myths about the brain and provide a comprehensive, useful overview of how it really works. In its pages, you'll discover how to cope with jet lag, how your brain affects your religion, and how men's and women's brains differ. With witty, accessible prose enhanced by charts, trivia, quizzes, and illustrations, this book is great for quick reference or extended reading. Both practical and fun, this book is perfect whether you want to impress your friends or simply use your brain better.

The Tipping Point: How Little Things Can Make a Big Difference

[Malcolm Gladwell](#) (Author)

4.1 out of 5 stars ([1,288 customer reviews](#))

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

My Stroke of Insight: A Brain Scientist's Personal Journey

[Jill Bolte Taylor](#) (Author)

4.3 out of 5 stars ([468 customer reviews](#))

The astonishing *New York Times* bestseller that chronicles how a brain scientist's own stroke led to enlightenment.

On December 10, 1996, Jill Bolte Taylor, a thirty-seven-year-old Harvard-trained brain scientist experienced a massive stroke in the left hemisphere of her brain. As she observed her mind deteriorate to the point that she could not walk, talk, read, write, or recall any of her life—all within four hours—Taylor alternated between the euphoria of the intuitive and kinesthetic right brain, in which she felt a sense of complete well-being and peace, and the logical, sequential left brain, which recognized she was having a stroke and enabled her to seek help before she was completely lost. It would take her eight years to fully recover.

For Taylor, her stroke was a blessing and a revelation. It taught her that by "stepping to the right" of our left brains, we can uncover feelings of well-being that are often sidelined by "brain chatter." Reaching wide audiences through her talk at the Technology, Entertainment, Design (TED) conference and her appearance on Oprah's online *Soul Series*, Taylor provides a valuable recovery guide for those touched by brain injury and an inspiring testimony that inner peace is accessible to anyone.

An Unquiet Mind: A Memoir of Moods and Madness

[Kay Redfield Jamison](#) (Author)

4.2 out of 5 stars ([435 customer reviews](#))

In her bestselling classic, *An Unquiet Mind*, Kay Redfield Jamison changed the way we think about moods and madness.

Dr. Jamison is one of the foremost authorities on manic-depressive (bipolar) illness; she has also experienced it firsthand. For even while she was pursuing her career in academic medicine, Jamison found herself succumbing to the same exhilarating highs and catastrophic depressions that afflicted many of her patients, as her disorder launched her into ruinous spending sprees, episodes of violence, and an attempted suicide.

Here Jamison examines bipolar illness from the dual perspectives of the healer and the healed, revealing both its terrors and the cruel allure that at times prompted her to resist taking medication. *An Unquiet Mind* is a memoir of enormous candor, vividness, and wisdom—a deeply powerful book that has both transformed and saved lives.

Type Talk: The 16 Personality Types That Determine How We Live, Love, and Work

[Otto Kroeger](#) (Author), [Janet M. Thuesen](#) (Author)

4.4 out of 5 stars ([25 customer reviews](#))

Determine your personality using a scientifically validated method based on the work of C.G. Jung and gain insight into why others behave the way they do, and why you are the person you are.

Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions

[Dan Ariely](#) (Author)

4.2 out of 5 stars ([455 customer reviews](#))

Why do our headaches persist after we take a one-cent aspirin but disappear when we take a fifty-cent aspirin? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup?

When it comes to making decisions in our lives, we think we're making smart, rational choices. But are we?

In this newly revised and expanded edition of the groundbreaking *New York Times* bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable—making us predictably irrational.

Why Zebras Don't Get Ulcers, Third Edition

[Robert M. Sapolsky](#) (Author)

4.7 out of 5 stars ([54 customer reviews](#))

Renowned primatologist Robert Sapolsky offers a completely revised and updated edition of his most popular work, with nearly 90,000 copies in print

Now in a third edition, Robert M. Sapolsky's acclaimed and successful *Why Zebras Don't Get Ulcers* features new chapters on how stress affects sleep and addiction, as well as new insights into anxiety and personality disorder and the impact of spirituality on managing stress.

As Sapolsky explains, most of us do not lie awake at night worrying about whether we have leprosy or malaria. Instead, the diseases we fear—and the ones that plague us now—are illnesses brought on by the slow accumulation of damage, such as heart disease and cancer. When we worry or experience stress, our body turns on the same physiological responses that an animal's does, but we do not resolve conflict in the same way—through fighting or fleeing. Over time, this activation of a stress response makes us literally sick.

Combining cutting-edge research with a healthy dose of good humor and practical advice, *Why Zebras Don't Get Ulcers* explains how prolonged stress causes or intensifies a range of physical and mental afflictions, including depression, ulcers, colitis, heart disease, and more. It also provides essential guidance to controlling our stress responses. This new edition promises to be the most comprehensive and engaging one yet.

Sleep Thieves

[Stanley Coren](#) (Author)

4.4 out of 5 stars ([12 customer reviews](#))

While Coren's (psychology, Univ. of British Columbia) main thesis is that we Americans are becoming an ever-more-exhausted and accident-prone society due to "sleep debt," his fascinating book is also an in-depth look at this mysterious activity in which we all must, by nature, engage. Coren, author of the best-selling *The Intelligence of Dogs* (LJ 3/15/94), sees much peril in the fact that we are sleeping less, sleeping oddly, and think we can get away with it. He takes the reader on a journey into the world of sleep, keeping the scientific jargon to a manageable minimum without sacrificing the integrity of his work. One is impressed with the facts he lays out, though he makes clear that sleep remains a necessary but still very mysterious realm of human experience. After taking us through chapters detailing what scientists have come to know about sleep and the sleep experience, he tackles sleep problems, including insomnia, and details with alarming anecdotal and statistical evidence what progressively less sleep is buying us, both as individuals and as a society. Many chapters also offer tips, hints, and questionnaires dealing with different aspects of sleep. This is a well-written, easy-to-understand book on a complex scientific subject to which everyone can relate.

Flourish: A Visionary New Understanding of Happiness and Well-being

[Martin E. P. Seligman](#) (Author)

3.8 out of 5 stars ([58 customer reviews](#))

From the bestselling author of *Learned Optimism* and *Authentic Happiness* comes “a relentlessly optimistic guidebook on finding and securing individual happiness” (*Kirkus Reviews*).

Internationally esteemed psychologist Martin Seligman has been on the cutting edge of happiness research for more than two decades, pioneering a science that improves people’s lives. In his most life-changing book yet—which has electrified his already massive readership—Seligman explains his theory of happiness and purpose. Building on his game-changing work on optimism, motivation, and character, here is the way to get life right.

In a fascinating evolution of thought, *Flourish* refines what Positive Psychology is all about: Well-Being. Featuring inspiring stories of Positive Psychology in action, Seligman shows how the U.S. Army improves soldiers’ emotional resilience during and after service, how innovative schools educate and motivate, and how corporations augment performance and goal-setting. With its interactive exercises that help readers explore their own attitudes and aims, *Flourish* is a watershed in the understanding of happiness as well as a tool for getting the most out of life.

Minds on Trial: Great Cases in Law and Psychology

[Charles Patrick Ewing](#) (Author), [Joseph T. McCann](#) (Author)

5.0 out of 5 stars ([3 customer reviews](#))

In recent years, the public has become increasingly fascinated with the criminal mind. Television series centered on courtroom trials, criminal investigations, and forensic psychology are more popular than ever. More and more people are interested in the American system of justice and the individuals who experience it firsthand.

Minds on Trial: Great Cases in Law and Psychology gives you an inside view of 20 of the highest profile legal cases of the last 50 years. Drs. Ewing and McCann take you "behind the scenes" of each of these cases, some involving celebrities like Woody Allen, Mike Tyson, and Patty Hearst, and explain the impact they had on the fields of psychology and the law. Many of the cases in this book, whether involving a celebrity client or an ordinary person in an extraordinary circumstance, were determined in part by the expert testimony of a psychologist or other mental health professional. Psychology has always played a vital role in so many aspects of the American legal system, and these fascinating trials offer insight into many intriguing psychological issues. In addition to expert testimony, some of the issues discussed in this entertaining and educational book include the insanity defense, brainwashing, criminal profiling, capital punishment, child custody, juvenile delinquency, and false confessions.

In *Minds on Trial*, the authors skillfully convey the psychological and legal drama of each case, while providing important and fresh professional insights.

Mental health and legal professionals, as well as others with an interest in psychology and the law will have a hard time putting this scholarly, yet readable book down.

The Tell-Tale Brain: A Neuroscientist's Quest for What Makes Us Human

[V. S. Ramachandran](#) (Author)

4.1 out of 5 stars ([34 customer reviews](#))

"A profound intriguing and compelling guide to the intricacies of the human brain." —Oliver Sacks

Ramachandran, director of the Center for Brain and Cognition at UCSD, explores why humans, who are "anatomically, neurologically and genetically, physiologically apes," are not "merely" apes. While animals can communicate with sound and gesture, and chimpanzees can even use words to express immediate needs, humans have developed the ability to speak in structurally complex sentences, and often speak in metaphor. Ramachandran speculates that, as we can map another's actions and intuit their thoughts, we also map our own sensory apparatus, perceiving our surroundings—and perceiving ourselves perceiving our surroundings. We imagine the future and speculate about the past and seek to understand our place in the universe, laying the foundation for our sense of free will; we not only envisage future actions, but are aware of their potential consequences and the responsibility for our choices. Richard Dawkins has called Ramachandran "the Marco Polo of neuroscience," and with good reason. He offers a fascinating explanation of cutting-edge-neurological research that deepens our understanding of the relationship between the perceptions of the mind and the workings of the brain.

Phantoms in the Brain: Probing the Mysteries of the Human Mind

[V. S. Ramachandran](#) (Author), [Sandra Blakeslee](#) (Author), [Oliver Sacks](#) (Foreword)

4.7 out of 5 stars ([123 customer reviews](#))

Neuroscientist V.S. Ramachandran is internationally renowned for uncovering answers to the deep and quirky questions of human nature that few scientists have dared to address. His bold insights about the brain are matched only by the stunning simplicity of his experiments -- using such low-tech tools as cotton swabs, glasses of water and dime-store mirrors. In *Phantoms in the Brain*, Dr. Ramachandran recounts how his work with patients who have bizarre neurological disorders has shed new light on the deep architecture of the brain, and what these findings tell us about who we are, how we construct our body image, why we laugh or become depressed, why we may believe in God, how we make decisions, deceive ourselves and dream, perhaps even why we're so clever at philosophy, music and art. Some of his most notable cases:

- A woman paralyzed on the left side of her body who believes she is lifting a tray of drinks with both hands offers a unique opportunity to test Freud's theory of denial.
- A man who insists he is talking with God challenges us to ask: Could we be "wired" for religious experience?
- A woman who hallucinates cartoon characters illustrates how, in a sense, we are all hallucinating, all the time.

Dr. Ramachandran's inspired medical detective work pushes the boundaries of medicine's last great frontier -- the human mind -- yielding new and provocative insights into the "big questions" about consciousness and the self.

Awakenings

[Oliver Sacks](#) (Author)

4.6 out of 5 stars ([30 customer reviews](#))

Awakenings--which inspired the major motion picture--is the remarkable story of a group of patients who contracted sleeping-sickness during the great epidemic just after World War I. Frozen for decades in a trance-like state, these men and women were given up as hopeless until 1969, when Dr. Oliver Sacks gave them the then-new drug L-DOPA, which had an astonishing, explosive, "awakening" effect. Dr. Sacks recounts the moving case histories of his patients, their lives, and the extraordinary transformations which went with their reintroduction to a changed world.

Musicophilia: Tales of Music and the Brain, Revised and Expanded Edition

[Oliver Sacks](#) (Author)

4.2 out of 5 stars ([168 customer reviews](#))

With the same trademark compassion and erudition he brought to *The Man Who Mistook His Wife for a Hat*, Oliver Sacks explores the place music occupies in the brain and how it affects the human condition. In *Musicophilia*, he shows us a variety of what he calls “musical misalignments.” Among them: a man struck by lightning who suddenly desires to become a pianist at the age of forty-two; an entire group of children with Williams syndrome, who are hypermusical from birth; people with “amusia,” to whom a symphony sounds like the clattering of pots and pans; and a man whose memory spans only seven seconds—for everything but music. Illuminating, inspiring, and utterly unforgettable, *Musicophilia* is Oliver Sacks' latest masterpiece.

The Power of Habit: Why We Do What We Do in Life and Business

[Charles Duhigg](#) (Author)

4.4 out of 5 stars ([240 customer reviews](#))

A young woman walks into a laboratory. Over the past two years, she has transformed almost every aspect of her life. She has quit smoking, run a marathon, and been promoted at work. The patterns inside her brain, neurologists discover, have fundamentally changed.

Marketers at Procter & Gamble study videos of people making their beds. They are desperately trying to figure out how to sell a new product called Febreze, on track to be one of the biggest flops in company history. Suddenly, one of them detects a nearly imperceptible pattern—and with a slight shift in advertising, Febreze goes on to earn a billion dollars a year.

An untested CEO takes over one of the largest companies in America. His first order of business is attacking a single pattern among his employees—how they approach worker safety—and soon the firm, Alcoa, becomes the top performer in the Dow Jones.

What do all these people have in common? They achieved success by focusing on the patterns that shape every aspect of our lives. They succeeded by transforming habits.

How We Decide

[Jonah Lehrer](#) (Author)

4.3 out of 5 stars ([204 customer reviews](#))

The first book to use the unexpected discoveries of neuroscience to help us make the best decisions

Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate, or we “blink” and go with our gut. But as scientists break open the mind’s black box with the latest tools of neuroscience, they’re discovering that this is not how the mind works. Our best decisions are a finely tuned blend of both feeling and reason—and the precise mix depends on the situation. When buying a house, for example, it’s best to let our unconscious mull over the many variables. But when we’re picking a stock, intuition often leads us astray. The trick is to determine when to use the different parts of the brain, and to do this, we need to think harder (and smarter) about how we think.

Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research as well as the real-world experiences of a wide range of “deciders”—from airplane pilots and hedge fund investors to serial killers and poker players. Lehrer shows how people are taking advantage of the new science to make better television shows, win more football games, and improve military intelligence. His goal is to answer two questions that are of interest to just about anyone, from CEOs to firefighters: How does the human mind make decisions? And how can we make those decisions better?

Imagine: How Creativity Works

[Jonah Lehrer](#) (Author)

3.9 out of 5 stars ([100 customer reviews](#))

Did you know that the most creative companies have centralized bathrooms? That brainstorming meetings are a terrible idea? That the color blue can help you double your creative output?

From the *New York Times* best-selling author of *How We Decide* comes a sparkling and revelatory look at the new science of creativity. Shattering the myth of muses, higher powers, even creative “types,” Jonah Lehrer demonstrates that creativity is not a single gift possessed by the lucky few. It’s a variety of distinct thought processes that we can all learn to use more effectively.

Lehrer reveals the importance of embracing the rut, thinking like a child, daydreaming productively, and adopting an outsider’s perspective (travel helps). He unveils the optimal mix of old and new partners in any creative collaboration, and explains why criticism is essential to the process. Then he zooms out to show how we can make our neighborhoods more vibrant, our companies more productive, and our schools more effective.

You’ll learn about Bob Dylan’s writing habits and the drug addictions of poets. You’ll meet a Manhattan bartender who thinks like a chemist, and an autistic surfer who invented an entirely new surfing move. You’ll see why Elizabethan England experienced a creative explosion, and how Pixar’s office space is designed to spark the next big leap in animation. Collapsing the layers separating the neuron from the finished symphony, *Imagine* reveals the deep inventiveness of the human mind, and its essential role in our increasingly complex world.

First Person Plural : My Life As a Multiple

[Cameron West](#) (Author)

4.4 out of 5 stars ([217 customer reviews](#))

West, a psychologist, relates a deeply painful narrative of his battle with dissociative identity disorder (DID). He describes the horrors he endured, both mental and physical, as a child who was grossly abused by his mother, attributing the fragmentation of his adult life to these appalling experiences and telling how his long, happy marriage and family relationships were nearly ruined by the effects of DID. The book is not entirely dark; it provides hope and encouragement to DID victims and suggests how they can be helped through the support and understanding of others. It's also a practical guide for future clinicians, offering insight into a perplexing condition. West concludes with an epilog in which he lays out his theory that abused children can achieve a sense of wholeness through the understanding and acceptance of others and the reinvention of the self.

Mistakes Were Made (But Not by Me): Why We Justify Foolish Beliefs, Bad Decisions, and Hurtful Acts

[Carol Tavris](#) (Author), [Elliot Aronson](#) (Author)

4.5 out of 5 stars ([142 customer reviews](#))

Why do people dodge responsibility when things fall apart? Why the parade of public figures unable to own up when they screw up? Why the endless marital quarrels over who is right? Why can we see hypocrisy in others but not in ourselves? Are we all liars? Or do we really believe the stories we tell?

Backed by years of research and delivered in lively, energetic prose, *Mistakes Were Made (But Not by Me)* offers a fascinating explanation of self-deception—how it works, the harm it can cause, and how we can overcome it.

Outliers: The Story of Success

[Malcolm Gladwell](#) (Author)

4.1 out of 5 stars ([1,360 customer reviews](#))

In this stunning new book, Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"--the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different?

His answer is that we pay too much attention to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. Along the way he explains the secrets of software billionaires, what it takes to be a great soccer player, why Asians are good at math, and what made the Beatles the greatest rock band.

Brilliant and entertaining, *Outliers* is a landmark work that will simultaneously delight and illuminate.

The Invisible Gorilla: How Our Intuitions Deceive Us

[Christopher Chabris](#) (Author), [Daniel Simons](#) (Author)

4.3 out of 5 stars ([117 customer reviews](#))

Reading this book will make you *less* sure of yourself—and that's a good thing. In *The Invisible Gorilla*, Christopher Chabris and Daniel Simons, creators of one of psychology's most famous experiments, use remarkable stories and counterintuitive scientific findings to demonstrate an important truth: *Our minds don't work the way we think they do*. We think we see ourselves and the world as they really are, but we're actually missing a whole lot.

Chabris and Simons combine the work of other researchers with their own findings on attention, perception, memory, and reasoning to reveal how faulty intuitions often get us into trouble. In the process, they explain:

- Why a company would spend billions to launch a product that its own analysts know will fail
- How a police officer could run right past a brutal assault without seeing it
- Why award-winning movies are full of editing mistakes
- What criminals have in common with chess masters
- Why measles and other childhood diseases are making a comeback
- Why money managers could learn a lot from weather forecasters

Again and again, we think we experience and understand the world as it is, but our thoughts are beset by everyday illusions. We write traffic laws and build criminal cases on the assumption that people will notice when something unusual happens right in front of them. We're sure we know where we were on 9/11, falsely believing that vivid memories are seared into our minds with perfect fidelity. And as a society, we spend billions on devices to train our brains because we're continually tempted by the lure of quick fixes and effortless self-improvement.

The Invisible Gorilla reveals the myriad ways that our intuitions can deceive us, but it's much more than a catalog of human failings. Chabris and Simons explain why we succumb to these everyday illusions and what we can do to inoculate ourselves against their effects. Ultimately, the book provides a kind of x-ray vision into our own minds, making it possible to pierce the veil of illusions that clouds our thoughts and to think clearly for perhaps the first time.

Wednesday Is Indigo Blue: Discovering the Brain of Synesthesia

[Richard E. Cytowic](#) (Author), [David M. Eagleman](#) (Author)

5.0 out of 5 stars ([10 customer reviews](#))

A person with synesthesia might feel the flavor of food on her fingertips, sense the letter "J" as shimmering magenta or the number "5" as emerald green, hear and taste her husband's voice as buttery golden brown. Synesthetes rarely talk about their peculiar sensory gift--believing either that everyone else senses the world exactly as they do, or that no one else does. Yet synesthesia occurs in one in twenty people, and is even more common among artists. One famous synesthete was novelist Vladimir Nabokov, who insisted as a toddler that the colors on his wooden alphabet blocks were "all wrong." His mother understood exactly what he meant because she, too, had synesthesia. Nabokov's son Dmitri, who recounts this tale in the afterword to this book, is also a synesthete--further illustrating how synesthesia runs in families. In *Wednesday Is Indigo Blue*, pioneering researcher Richard Cytowic and distinguished neuroscientist David Eagleman explain the neuroscience and genetics behind synesthesia's multisensory experiences. Because synesthesia contradicted existing theory, Cytowic spent twenty years persuading colleagues that it was a real--and important--brain phenomenon rather than a mere curiosity. Today scientists in fifteen countries are exploring synesthesia and how it is changing the traditional view of how the brain works. Cytowic and Eagleman argue that perception is already multisensory, though for most of us its multiple dimensions exist beyond the reach of consciousness. Reality, they point out, is more subjective than most people realize. No mere curiosity, synesthesia is a window on the mind and brain, highlighting the amazing differences in the way people see the world.

What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People

[Joe Navarro](#) (Author), [Marvin Karlins](#) (Author)

4.5 out of 5 stars ([194 customer reviews](#))

Read this book and send your nonverbal intelligence soaring. Joe Navarro, a former FBI counterintelligence officer and a recognized expert on nonverbal behavior, explains how to "speed-read" people: decode sentiments and behaviors, avoid hidden pitfalls, and look for deceptive behaviors. You'll also learn how your body language can influence what your boss, family, friends, and strangers think of you. You will discover:

- The ancient survival instincts that drive body language
- Why the face is the *least* likely place to gauge a person's true feelings
- What thumbs, feet, and eyelids reveal about moods and motives
- The most powerful behaviors that reveal our confidence and true sentiments
- Simple nonverbals that instantly establish trust
- Simple nonverbals that instantly communicate authority

Filled with examples from Navarro's professional experience, this definitive book offers a powerful new way to navigate your world...

He says that's his best offer. Is it? She says she agrees. Does she? The interview went great—or did it? He said he'd never do it again. But he did.

The Red Book

[C. G. Jung](#) (Author), [Sonu Shamdasani](#) (Editor, Translator), [Mark Kyburz](#) (Translator), [John Peck](#) (Translator)
4.8 out of 5 stars ([84 customer reviews](#))

The most influential unpublished work in the history of psychology. When Carl Jung embarked on an extended self-exploration he called his “confrontation with the unconscious,” the heart of it was *The Red Book*, a large, illuminated volume he created between 1914 and 1930. Here he developed his principle theories—of the archetypes, the collective unconscious, and the process of individuation—that transformed psychotherapy from a practice concerned with treatment of the sick into a means for higher development of the personality.

While Jung considered *The Red Book* to be his most important work, only a handful of people have ever seen it. Now, in a complete facsimile and translation, it is available to scholars and the general public. It is an astonishing example of calligraphy and art on a par with *The Book of Kells* and the illuminated manuscripts of William Blake. This publication of *The Red Book* is a watershed that will cast new light on the making of modern psychology.

212 color illustrations.

The Person and the Situation: Perspectives of Social Psychology

[Lee Ross](#) (Author), [Richard E. Nisbett](#) (Author), [Malcolm Gladwell](#) (Foreword)
4.8 out of 5 stars ([5 customer reviews](#))

How does the situation we're in influence the way we behave and think? Professors Ross and Nisbett eloquently argue that the context we find ourselves in substantially affects our behavior in this timely reissue of one of social psychology's classic textbooks. With a new foreword by Malcolm Gladwell, author of *The Tipping Point*.

Forty Studies that Changed Psychology: Explorations into the History of Psychological Research (6th Edition)

[Roger R. Hock](#) (Author)
4.4 out of 5 stars ([31 customer reviews](#))

This unique book closes the gap between psychology textbooks and the research that made them possible by offering a first hand glimpse into 40 of the most famous studies in the history of the field, and subsequent studies that expanded upon each study's influence. Readers are able to grasp the process and excitement of scientific discovery as they experience an insider's look at the studies that continue today to be cited most frequently, stirred up the most controversy when they were first published, sparked the most subsequent related research, opened new fields of psychological exploration, and changed most dramatically our knowledge of human behavior.