



# Learning and Memory

*3rd edition*

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Macmillan Learning

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The new edition of this comprehensive textbook on learning and memory offers an engaging and enhanced pedagogy. Instructors can assign the chapters they want from four distinctive modules - introduction, learning, memory, and integrative topics. Each chapter addresses behavioural processes, then the underlying neuroscience, then relevant clinical perspectives. The book is further distinguished by its full-colour presentation and coverage that includes comparisons between studies of human and nonhuman brains, and extended coverage of animal learning. With its modular organization, consistent chapter structure, and contemporary perspective, this groundbreaking survey is ideal for courses on learning and memory, and is easily adaptable to courses that focus on either learning or memory.

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Introductory Module  
 1. The Psychology of Learning and Memory  
 2. The Neuroscience of Learning and Memory Learning Module  
 3. Habituation, Sensitization, and Familiarization: Learning about Repeated Events  
 4. Classical Conditioning: Learning to Predict Important Events  
 5. Operant Conditioning: Learning the Outcome of Behaviors  
 6. Generalization and Discrimination Learning Memory Module  
 7. Episodic and Semantic Memory: Memory for Facts and Events  
 5 more...

## FEATURES

- Divided into four modules (Introduction Module, Learning Module, Memory Module, Integrative Topics Module), allowing instructors the flexibility to teach either learning or memory first
- Each chapter is divided into three sections (Behavioral Processes, Brain Substrates, and Clinical Applications) integrating coverage of animal learning and human memory
- Learning and Memory in Everyday Life demonstrates the practical implications of contemporary research with compelling topics including Can we reduce memory overload? and Are video games good for the brain?
- Critical thinking questions ask students to apply concepts to new situations
- Includes full colour original anatomical art, state-of-the-art brain scans and detailed figures