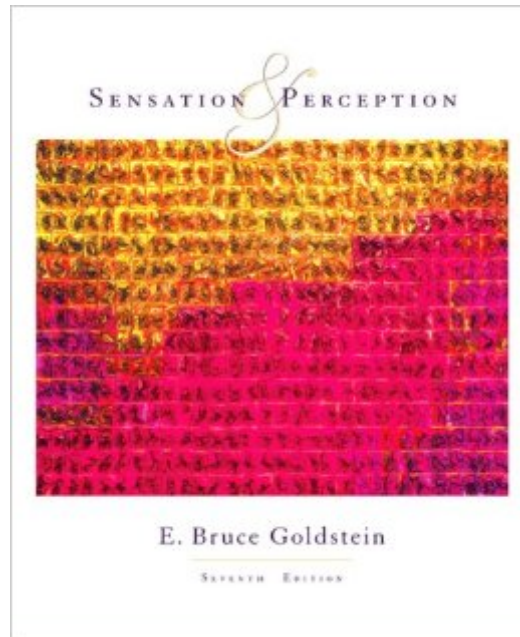


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Synopsis

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Writing clearly and using vivid full-color illustrations to clarify concepts, Goldstein shows you the importance of perception to your life. This textbook includes the latest breakthroughs in research and offers chapter-by-chapter correlation with online and multimedia resources that help you make the most of your study time. "Test Yourself" questions and "Think About It" exercises help you review and retain the material. The accompanying, "Virtual Lab" media exercises (available both on CD-ROM and online through the CengageNOW student tutorial platform) offer many animations and examples that clarify difficult concepts.

Book Information

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Customer Reviews

Time for a new edition. I have been tracking this franchise since edition #4...Bottom line is that the "gold standard" has become more and more streamlined.In all fairness, the book is amazingly current, incorporating the latest research, e.g. decision making, neurocinematics, etc.Sometimes, this comes at the cost of substance.Biggest pet-peeve: The CD is somewhat useless. Where are the figures from the book?

I love this book. It's easy to read and yet conveys tons of interesting information. It's a work of art.

Extremely dry and hard to read/get through. I had to buy it for school so it's not like I had much of a choice, wouldn't have bought it otherwise.

Good

Very good

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