

Introducing Psychology A Graphic Guide To Your Mind And Behaviour Introducing

Shakespeare's absolute pre-eminence is simply unparalleled. His plays pack theatres and provide Hollywood with blockbuster scripts; his works inspire mountains of scholarship and criticism every year. He has given us many of the very words we speak, and even some of the thoughts we think. Nick Groom and Piero explore how Shakespeare became so famous and influential, and why he is still widely considered the greatest writer ever. They investigate how the Bard has been worshipped at different times and in different places, used and abused to cultural and political ends, and the roots of intense controversies which have surrounded his work. Much more than a biography or a guide to his plays and sonnets, *Introducing Shakespeare* is a tour through the world of Will and concludes that even after centuries, Shakespeare remains the battlefield on which our very comprehension of humanity is being fought out.

This book brilliantly explains Klein's work, describing the startling discoveries that raised such opposition at the time. Now Klein's ideas are being recognized for their explanatory power, and her concepts of the depressive and paranoid-schizoid positions are in common usage.

Sociology is interested in the ways people shape the society they live in, and the ways society shapes them. Simply, it is the study of what modern society is and how it functions. In the series' inimitable style, *Introducing Sociology* traces the origins of sociology from industrialization, revolution and the Enlightenment through to globalization, neoliberalism and the fear of nationalism – introducing you to key thinkers,

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movements and concepts along the way. You will develop insight into the world around you, as you engage your 'sociological imagination' and explore studies of the city, theories of power and knowledge, concepts of national, racial and sexual identity, and much more.

Introducing Graphic Guides is the bestselling series which explores big ideas from Quantum Theory to Psychoanalysis using concise, authoritative text and graphic novel-style illustrations. For the very first time 28 titles are now available in ebook format for all e-reading devices. This free ebook sampler contains extracts from six books: • Introducing Psychology asks what exactly psychology is, precisely, where has it come from and the extent to which it can be considered scientific. • Introducing Quantum Theory explores bizarre paradoxes which contradict the logic of classical physics in the work of Planck, Einstein, Bohr, Heisenberg, Schrodinger and others • Introducing Islam recounts the history of the religion from the 6th century to its status as a global culture and political force today. • Introducing Statistics book traces the rise of statistics from the ancient Babylonians, Egyptians and Chinese, to the censuses of Romans and the Greeks, and the modern emergence of the term itself in Europe. • Introducing Capitalism tells the story of the remarkable and often ruthless rise of capitalist politics and economics, which have evolved through strife and struggle as much as innovation and enterprise • Introducing Feminism explores women's conscious struggle to resist discrimination and sexist oppression from the 17th century to the present day. Find out more about the series at introducingbooks.com/ebooks

In 1859, Charles Darwin shocked the world by proposing his radical theory of evolution by natural selection. A hundred and fifty years later, Darwin's theory still challenges our most precious beliefs. Introducing Evolution explains 'Darwin's

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dangerous idea' and shows how it has been developed and confirmed in recent years. Drawing on genetics, ecology and animal behaviour, this book brings Darwin up to date, exploring the profound consequences of the latest scientific discoveries. Introducing Evolution is the ideal modern guide to the most important idea ever to appear in the history of science.

It is now more than a century since Einstein's theories of Special and General Relativity began to revolutionise our view of the universe. Beginning near the speed of light and proceeding to explorations of space-time and curved spaces, "Introducing Relativity" plots a visually accessible course through the thought experiments that have given shape to contemporary physics. Scientists from Newton to Hawking add their unique contributions to this story, as we encounter Einstein's astounding vision of gravity as the curvature of space-time and arrive at the breathtakingly beautiful field equations. Einstein's legacy is reviewed in the most advanced frontiers of physics today - black holes, gravitational waves, the accelerating universe and string theory. This is a superlative, fascinating graphic account of Einstein's strange world and how his legacy has been built upon since.

'An excellent book' - Ted Honderich, Emeritus Professor of Philosophy of Mind and Logic at University College London (UCL) Introducing Consciousness provides a comprehensive guide to the current state of consciousness studies. It starts with the history of the philosophical relation between mind and matter, and proceeds to scientific attempts to explain consciousness in terms of neural mechanisms, cerebral computation and quantum mechanics. Along the way, readers will be introduced to zombies and Chinese Rooms, ghosts in machines and Erwin Schrodinger's cat.

The media is ubiquitous. Every day we watch hours of TV, listen to the radio, read newspapers and magazines, go to the

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cinema, sit in front of videos or surf the Web. These information commodities exercise enormous influence and power over all of us. Introducing Media Studies explores the complex relationship between the media, ideology, knowledge and power. It provides a scintillating tour of media history and presents a coherent view of the media industry, media theory and methods in media research. It explains how 'the audience' is constructed and how it in turn interprets the content and meaning of media representation. We also learn how to analyse film, deconstruct advertising and appreciate how TV and the press shape public opinion. The media is a condition of our existence and, in an unprecedented way, the pervading shape of our history. No one can afford to neglect a critical understanding of its omnipresence. Here is an entertaining and informative book, accessible to students and general readers concerned with the increasing power, influence and proliferation of the media.

Richard Appignanesi goes on a personal quest of Existentialism in its original state. He begins with Camus' question of suicide: 'Must life have a meaning to be lived?' Is absurdity at the heart of Existentialism? Or is Sartre right: is Existentialism 'the least scandalous, most technically austere' of all teachings? This brilliant Graphic Guide explores Existentialism in a unique comic book-style.

What is psychotherapy? How can we choose wisely from so much on offer? This book provides a valuable summary of the main therapies: the "talking cures" of psychoanalysis, behavioral and cognitive techniques, somatic solutions, humanist gestalt and existential approaches, and individual and group therapies.

A comic-book introduction to economics from David Orrell, the author of *Economyths: 11 Ways Economics Gets it Wrong*. With illustrations from Borin Van Loon.

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Part of the internationally-recognised Introducing Graphic Guide series. Today, it seems, all things are measured by economists. The so-called 'dismal science' has never been more popular - or, given its failure to predict or prevent the recent financial crisis, more controversial. But what are the findings of economics? Is it really a science? And how can it help our lives? Introducing Economics traces the history of the subject from the ancient Greeks to the present day. Orrell and Van Loon bring to life the contributions of great economists - such as Adam Smith, Karl Marx, John Maynard Keynes and Milton Friedman - and delve into ideas from new areas such as ecological and complexity economics that are revolutionizing the field.

Here is a unique and valuable summary of this complex profession, focusing on the main types of therapies: the talking cures of psychoanalysis; behavioral and cognitive techniques; somatic solutions; humanist, gestalt and existential approaches; individual and group therapies--plus some of the diverse, less well-known complementary and alternative ways to help or to be helped.

Freud revolutionised the way we think about ourselves. This book demystifies the facts of Freud's discovery of psychoanalysis and explores the story of his life and work.

What is mathematics, and why is it such a mystery to so many people? Mathematics is the greatest creation of human intelligence. It affects us all. We depend on it in our daily lives, and yet many of the tools of mathematics, such as geometry, algebra and trigonometry, are

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descended from ancient or non-Western civilizations. Introducing Mathematics traces the story of mathematics from the ancient world to modern times, describing the great discoveries and providing an accessible introduction to such topics as number-systems, geometry and algebra, the calculus, the theory of the infinite, statistical reasoning and chaos theory. It shows how the history of mathematics has seen progress and paradox go hand in hand - and how this is still happening today. How does memory work? Who is the "distractor" in your family? What was the "car crash" experiment? The Psychology Book is your visual guide to the complex and fascinating world of human behavior. Discover how we learn, become emotionally bonded with others, and develop coping mechanisms to deal with adversity, or conform in a group. Get to know key thinkers, from Freud and Jung to Elizabeth Loftus and Melanie Klein, and follow charts and timelines to make sense of it all and see how one theory influenced another. With concise explanations of different schools of psychology including psychotherapy, cognitive psychology and behaviorism, this is an ideal reference whether you're a student, or a general reader. It's your authoritative guide to over 100 key ideas, theories and conditions, including the collective unconscious, the "selfish" gene, false memory, psychiatric disorders, and autism. If you're fascinated by the human mind, The Psychology Book is both an invaluable reference and illuminating read.

A bold new edition of this bestselling Graphic Guide to commemorate Marx's 200th birthday.

Capitalism now dominates the globe, both in economics

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and ideology, shapes every aspect of our world and influences everything from laws, wars and government to interpersonal relationships. "Introducing Capitalism" tells the story of its remarkable and often ruthless rise, evolving through strife and struggle as much as innovation and enterprise. Tracing capitalism from its beginning to the present day, Dan Cryan and Sharron Shatil, alongside Piero's brilliant graphics, look at its practical and theoretical impact. They cover the major economic, social and political developments that shaped the world we live in, such as the rise of banking, the founding of America and the Opium Wars. This book explores the leading views for and against, including thinkers like Adam Smith, Karl Marx, Theodor Adorno and Milton Friedman, together with the connections between them and their historical context. Capitalism has influenced everything in the 21st-century world. For anyone who wants to gain a broad understanding of this fascinating subject, this book cuts across narrow academic lines to analyse an all-encompassing feature of modern life.

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

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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.

When should you adopt an aggressive business strategy?

How do we make decisions when we don't have all the information? What makes international environmental

cooperation possible? Game theory is the study of how we make a decision when the outcome of our moves depends on the decisions of someone else. Economists Ivan and Tuvana Pastine explain why, in these situations, we sometimes cooperate, sometimes clash, and sometimes act in a way that seems completely random.

Stylishly brought to life by award-winning cartoonist Tom Humberstone, Game Theory will help readers understand behaviour in everything from our social lives to business, global politics to evolutionary biology. It provides a thrilling new perspective on the world we live in.

An award-winning cartoonist teams up with an award-winning psychologist to introduce readers to the complex—and often comedic—world of psychology. Psychology is the study of human behavior. It is a serious and worthy endeavor that has given us scientific knowledge of the ways our minds make

sense of the world. Yet, as cartoonist Grady Klein and psychologist Danny Oppenheimer point out, the study of human experience can also be often really funny. This is the

field, after all, that brought us drooling dogs, snacking rats, and “Freudian slips.” With detailed observations on perception, stress, emotions, cognition, and more,

Psychology: The Comic Book Introduction offers students and curious readers an entertaining guide to the ways our brains help us navigate incredibly complicated environments, yet often fool us in fascinating ways.

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Make other people say 'Yes'! Yes to your requests. Yes to your ideas. Yes to your products. Yes to your proposals. A Practical Guide to Persuasion uses psychology, expert advice and practical techniques to teach you how to influence the people around you in an ethical way. Learn how to increase your presence, by knowing when to talk and when to listen; develop a strategy of success, by preparing, planning and crafting opportunities and make change happen by understanding what drives your audience.

Offers a clear guide to psychiatric classifications and treatments of mental disturbances.

'Queer: A Graphic History Could Totally Change the Way You Think About Sex and Gender' Vice Activist-academic Meg-John Barker and cartoonist Jules Scheele illuminate the histories of queer thought and LGBTQ+ action in this groundbreaking non-fiction graphic novel. From identity politics and gender roles to privilege and exclusion, Queer explores how we came to view sex, gender and sexuality in the ways that we do; how these ideas get tangled up with our culture and our understanding of biology, psychology and sexology; and how these views have been disputed and challenged. Along the way we look at key landmarks which shift our perspective of what's 'normal' – Alfred Kinsey's view of sexuality as a spectrum, Judith Butler's view of gendered behaviour as a performance, the play Wicked, or moments in Casino Royale when we're invited to view James Bond with the kind of desiring gaze usually directed at female bodies in mainstream media. Presented in a brilliantly engaging and witty style, this is a unique portrait of the universe of queer thinking.

Psychology is part of everyone's experience: it influences the way we think about everything from education and intelligence, to relationships and emotions, advertising and criminality. People readily behave as amateur psychologists,

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offering explanations for what people think, feel, and do. But what exactly are psychologists trying to do? What scientific grounding do they have for their approach? This Very Short Introduction explores some of psychology's leading ideas and their practical relevance. In this new edition, Gillian Butler and Freda McManus explore a variety of new topics and ways of studying the brain. Until recently it was not possible to study the living human brain directly, so psychologists studied our behaviour, and used their observations to derive hypotheses about what was going on inside. Now - through neuroscience - our knowledge of the workings of the brain has increased and improved technology provides us with a scientific basis on which to understand the structure and workings of the brain, and allows brain activity to be observed and measured. Exploring some of the most important advances and developments in psychology - from evolutionary psychology and issues surrounding adolescence and aggression to cognitive psychology - this is a stimulating introduction for anyone interested in understanding the human mind. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Logic is the backbone of Western civilization, holding together its systems of philosophy, science and law. Yet despite logic's widely acknowledged importance, it remains an unbroken seal for many, due to its heavy use of jargon and mathematical symbolism. This book follows the historical development of logic, explains the symbols and methods involved and explores the philosophical issues surrounding the topic in an easy-to-follow and friendly manner. It will take

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you through the influence of logic on scientific method and the various sciences from physics to psychology, and will show you why computers and digital technology are just another case of logic in action.

What is beauty, and what is truth? These are some of the questions which aesthetics tries to answer. In our everyday life, we talk about the 'aesthetics' of an artwork or a piece of design. But aesthetics goes beyond the simple experience of art. It is also a branch of philosophy concerned with the whole nature of experience itself, explored through our perceptions, feelings and emotions.

From the medicine we take, the treatments we receive, the aptitude and psychometric tests given by employers, the cars we drive, the clothes we wear to even the beer we drink, statistics have given shape to the world we inhabit. For the media, statistics are routinely 'damning', 'horrifying', or, occasionally, 'encouraging'. Yet, for all their ubiquity, most of us really don't know what to make of statistics. Exploring the history, mathematics, philosophy and practical use of statistics, Eileen Magnello - accompanied by Bill Mayblin's intelligent graphic illustration - traces the rise of statistics from the ancient Babylonians, Egyptians and Chinese, to the censuses of Romans and the Greeks, and the modern emergence of the term itself in Europe. She explores the 'vital statistics' of, in particular, William Farr, and the mathematical statistics of Karl Pearson and R.A. Fisher. She even tells how knowledge of statistics can prolong one's life, as it did for evolutionary biologist Stephen Jay Gould, given eight months to live after a cancer diagnoses in 1982 - and he lived until 2002. This title offers an enjoyable, surprise-filled tour through a subject that is both fascinating and crucial to understanding our world.

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Epigenetics is the most exciting field in biology today, developing our understanding of how and why we inherit certain traits, develop diseases and age, and evolve as a species. This non-fiction comic book introduces us to genetics, cell biology and the fascinating science of epigenetics, which is rapidly filling in the gaps in our knowledge, allowing us to make huge advances in medicine. We'll look at what identical twins can teach us about the epigenetic effects of our environment and experiences, why certain genes are 'switched on' or off at various stages of embryonic development, and how scientists have reversed the specialization of cells to clone frogs from a single gut cell. In *Introducing Epigenetics*, Cath Ennis and Oliver Pugh pull apart the double helix, examining how the epigenetic building blocks and messengers that interpret and edit our genes help to make us, well, us.

Covering thinkers from Aristotle to Saussure and Chomsky, "*Introducing Linguistics*" reveals the rules and beauty that underlie language, our most human skill.

Philosophers have always enjoyed asking awkward and provocative questions, such as: What is the nature of reality? What are human beings really like? What is special about the human mind and consciousness? Are we free to choose who we are and what we do? Can we prove that God exists?

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Can we be certain about anything at all? What is truth? Does language provide us with a true picture of the world? How should we behave towards each other? Do computers think? "Introducing Philosophy" is a comprehensive graphic guide to the thinking of all the significant philosophers of the Western world from Heraclitus to Derrida. It examines and explains their key arguments and ideas without being obscure or solemn. Lively and accessible, it is the perfect introduction to philosophers and philosophical ideas for anyone coming to the subject for the first time. Meditation, Karma, Zen, Tantric and Nirvana are some of the many Buddhist ideas Westerners hear of frequently, even if their meaning has been lost in translation. This vast and complex non-theistic religion is woven into the fabric of Asian civilisations. from India to the Himalayan regions, China, Vietnam, Korea, Japan and elsewhere. What is Buddhism really all about? Introducing Buddha describes the life and teachings of the Buddha, but it also shows that enlightenment is a matter of experiencing the truth individually, and by inspiration which is passed from teacher to student. Superbly illustrated by Borin Van Loon, the book illuminates this process through a rich legacy of stories, explains the practices of meditation, Taoism and Zen, and goes on to describe the role of Buddhism in modern Asia and its growing influence on Western thought.

Can machines really think? Is the mind just a

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complicated computer program? This book focuses on the major issues behind one of the hardest scientific problems ever undertaken, from Alan Turing's influential groundwork to cutting-edge robotics and the new AI.

This book is full of expert, practical advice which teaches you to use the latest scientific knowledge to achieve a healthy state of mind and body. **BECOME MORE ENERGIZED** by adopting quality sleep patterns. **OPTIMIZE MENTAL AND PHYSICAL HEALTH** by harnessing your natural ability to heal. **ACHIEVE CALM** by learning to manage your stress levels. **DISCOVER HAPPINESS AND**

FULFILLMENT by investing in yourself and others. Essential illustrated guide to key ideas of political thought. Philosophers have always asked fundamental and disturbing questions about politics. Plato and Aristotle debated the merits of democracy. The origins of society, the state and government authority were issues addressed by Hobbes, Rousseau, Hegel, Marx and many other philosophers. Introducing Political Philosophy explains the central concepts of this intriguing branch of philosophy and presents the major political theorists from Plato to Foucault. How did governments get started? Why should they be obeyed? Could we live without them? How much power should they have? Is freedom a right? Which is the best form of government? In the wake of

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consumerism and postmodernism, our need for a better grasp of political ideas is greater than ever. Dave Robinson's account of this complex subject is always clear, informative and accompanied by the entertainingly inventive illustrations of Judy Groves. From Plato to Virginia Woolf, Structuralism to Practical Criticism, *Introducing Literary Criticism* charts the history and development of literary criticism into a rich and complex discipline. Tackling disputes over the value and meaning of literature, and exploring theoretical and practical approaches, this unique illustrated guide will help readers of all levels to get more out of their reading.

The term 'feminism' came into English usage around the 1890s, but women's conscious struggle to resist discrimination and sexist oppression goes much further back. This completely new and updated edition of "Introducing Feminism" surveys the major developments that have affected women's lives from the 17th century to the present day. "Introducing Feminism" is an invaluable reference book for anyone seeking the story of how feminism reconfigured the world for women and men alike.

The ideas of psychoanalysis have permeated Western culture. It is the dominant paradigm through which we understand our emotional lives, and Freud still finds himself an iconic figure. Yet despite the constant stream of anti-Freud literature, little is known about contemporary psychoanalysis. *Introducing Psychoanalysis* redresses the balance. It introduces

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psychoanalysis as a unified 'theory of the unconscious' with a variety of different theoretical and therapeutic approaches, explains some of the strange ways in which psychoanalysts think about the mind, and is one of the few books to connect psychoanalysis to everyday life and common understanding of the world. How do psychoanalysts conceptualize the mind? Why was Freud so interested in sex? Is psychoanalysis a science? How does analysis work? In answering these questions, this book offers new insights into the nature of psychoanalytic theory and original ways of describing therapeutic practice. The theory comes alive through Oscar Zarate's insightful and daring illustrations, which enlighten the text. In demystifying and explaining psychoanalysis, this book will be of interest to students, teachers and the general public.

This title is now available in a new format. Refer to Evolutionary Psychology: A Graphic Guide 9781848311824.

This book examines a profound and mysterious puzzle: how does the biological tissue that makes up the brain give rise to the activities that our culture refers to as 'the mind'? How does the three pounds of electric sponge stowed in the top of your head allow you to experience enchantment in front of the evening landscape, and then make you remember the shopping, say 'Damn ' and head off to the supermarket? It explains what the sciences have to say about planning and action, language, memory, attention, emotions and vision. It traces the historical development of ideas about the brain and its function from antiquity to the age of neuro-

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imaging. Through a clear combination of words and images, the reader is invited to take a fresh look at the nature of mind, consciousness and personal identity. This title is now available in a new format. Refer to Jung: A Graphic Guide 9781848310100.

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