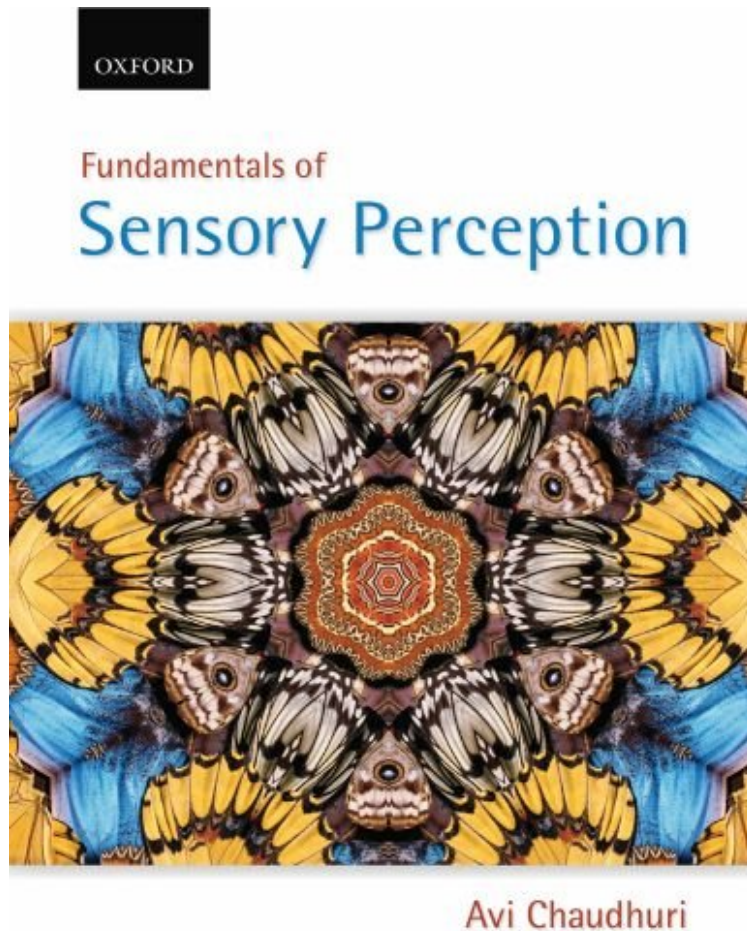


Fundamentals of Sensory Perception

Avi Chaudhuri

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Avi Chaudhuri : Fundamentals of Sensory Perception before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundamentals of Sensory Perception:

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This comprehensive introduction to the senses explains how physical stimuli are transformed into signals in the nervous system and how the brain uses those signals to understand the world. Whereas most texts in the field begin by covering vision, this trailblazing work offers students a solid grounding in the principles of perceptual measurement and the biological mechanisms that make perception possible before introducing the somatosensory and olfactory

systems. This innovative presentation ensures that students have a firm grasp of the basics before they approach the complexities of hearing and vision. Written specifically for students encountering the discipline for the first time, *Fundamentals of Sensory Perception* is a cutting-edge introduction to sensation and perception. Features* Unique and accessible organization. Opening chapters explore touch and the chemical senses before moving on to auditory systems and vision. This structure allows students to gradually build their knowledge about sensation and perception before tackling more complex and challenging concepts.* Comprehensible. The language and tone throughout are suitable for introductory perception students.* Authoritative. Avi Chaudhuri has taught widely in both Canada and the United States over the past 30 years and his vast experience in both education and research is reflected in the text, making this an indispensable introduction to the field.* Balanced coverage of classic and contemporary material. The most current research, references, and examples have been integrated into a historical narrative that tells the story of how important concepts were discovered, offering students the perfect mix of classic content and cutting-edge information.* An abundance of figures and illustrations. With 356 figures, 24 tables, and 130 photos, this text offers the most brilliant art program currently available. Each figure and illustration has been carefully selected to ensure it best represents crucial subject matter.* Extensive box program. Engaging boxes are integrated throughout to pique student interest and provide additional information.- Portraits and Side notes identify key figures, essential theories, and noteworthy topics from the history of perceptual research.- Investigation boxes provide suggestions for fun, easy-to-conduct experiments. - Methodology boxes focus on specific research projects--past and present--that demonstrate how the principles discussed in the text can be put into practice.* Engaging pedagogy. Chapter openers, review questions, bulleted summaries, suggestions for further reading, lists of key terms, and a glossary give students the tools required to be successful in their studies.* Vibrant. Full-color design throughout brings concepts to life.

"A fresh and modern look at sensory processing. . . a pleasure to read. I particularly enjoyed that the book did not begin with the visual system, as virtually every other book does. The introductory chapter explains some difficult psychophysical concepts very well."--Stephen G. Lomber, University of Western Ontario"A good mix of history, biology, and psychology [with] better coverage of psychophysics and the physiology of each sensory system than any other book currently available."--Deborah Giaschi, University of British Columbia"It is one of the better texts that I have reviewed."--Erik Tracy, Ohio State University"Reading the author's foreword convinced me that I might be a better choice to start lecturing first about the chemical senses before attacking the more complex (and better studied) modalities of vision and audition!"--Alan Stocker, University of Pennsylvania"I really could not find a major weakness. . . It is current, comprehensive, and well-written."--Benjamin Wallace, Cleveland State University"Very engaging, well organized, and thought-provoking. . . Frankly, I haven't found any weaknesses. . . The explanations of difficult topics in this text are perfect for students who may not be mathematically or natural sciences oriented (without sacrificing rigor). . . Sensation and Perception is a fun and important psychological topic. This text captures and conveys this well."--Steven W. Horowitz, Central Connecticut State University

About the Author Avi Chaudhuri is a professor at McGill University and director of the university's vision lab. Specializing in the molecular biology of vision and visual psychophysics, professor Chaudhuri obtained his PhD in visual sciences and psychophysics from UC-Berkley. He is a frequent attendee and keynote speaker at psychological conferences around the world. *Fundamentals of Sensory Perception* will be his first book.