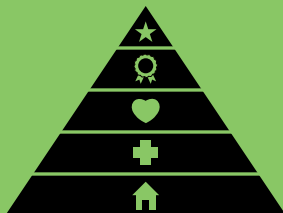


# NORTON PSYCHOLOGY

[WWNORTON.COM/PSYCHOLOGY](http://WWNORTON.COM/PSYCHOLOGY)





**Want a poster for your class?**  
**Email [UKtextbooks@wnnorton.com](mailto:UKtextbooks@wnnorton.com)**

## Contents

### 2 MEDIA AND RESOURCES

- 2 Accessibility at Norton
- 3 Norton Ebooks
- 4 InQuizitive
- 6 ZAPS 3.0: Interactive Labs for Psychology
- 8 3D Brain and Animations
- 9 Concept Videos
- 10 Resources to Support How You Teach
- 11 Package Offers

### 12 INTRODUCTION TO PSYCHOLOGY

- 12 **NEW!** *Psychological Science 7e* / Phelps, Berkman, and Gazzaniga
- 14 *Interactive Psychology: People in Perspective* / Gross et al.
- 16 **NEW!** *Psychology in Your Life 4e* / Grison and Gazzaniga

### 19 RESEARCH METHODS

- 19 **NEW!** *SPSS for Research Methods 2e* / Wilson-Doenges
- 20 *Research Methods in Psychology 4e* / Morling

### 22 COGNITIVE PSYCHOLOGY AND NEUROSCIENCE

- 22 **NEW!** *Cognition: Exploring the Science of the Mind 8e* / Reisberg
- 24 *Cognitive Neuroscience: The Biology of the Mind 5e* / Gazzaniga et al.

### 26 SOCIAL AND PERSONALITY PSYCHOLOGY

- 26 *Social Psychology, 5e* / Gilovich, Keltner, Chen, and Nisbett
- 28 *Psychology of Women and Gender* / Liss, Richmond, and Erchull
- 30 *Intimate Relationships 3e* / Bradbury and Karney
- 32 *The Personality Puzzle 8e* / Funder
- 34 *Cultural Psychology, 4e* / Heine

### 36 HISTORY OF PSYCHOLOGY

- 36 *Pioneers of Psychology: A History 5e* / Fancher and Rutherford

### 38 DEVELOPMENTAL PSYCHOLOGY AND EDUCATION

- 38 *Developmental Psychology: The Growth of Mind and Behavior* / Keil

### 41 ORDERING AND CONTACT INFORMATION

# Accessibility at Norton

W. W. Norton & Company strives to create inclusive, equitable experiences for all learners. Built on internationally accepted accessibility standards and centered on the real-world experience of learners with disabilities, our approach to accessibility helps us create innovative, highly engaging content and tools that work for everyone.

Informed by the Web Content Accessibility Guidelines (WCAG), the most widely accepted voluntary international standard for accessibility, and following the latest Authoring Practices for Accessible Rich Internet Applications (WAI-ARIA), we aim to build a consistent experience for all learners through a born-accessible mindset and the following design and editorial principles.

- **User-centered design:** When we discuss design problems and explore solutions, we consider the user experience of a range of people—including people with disabilities—to ensure that information is clear and understandable.
- **Quality for everyone:** We use screen reader and keyboard tests to continually check our products and meticulously review alt text for our images, and we have automatic accessibility checks at different stages of development.

Consistent with our goal of creating inclusive, equitable experiences for all learners, we take special care to avoid the digital segregation that occurs when people with disabilities are given a separate set of features, instead favoring features that embody best practices for universal and inclusive design.



text-to-speech



screen reader support



closed captioning

If you have any questions or concerns for our accessibility experts, you can reach them directly at [accessibility@wnnorton.com](mailto:accessibility@wnnorton.com).



## Norton Ebooks

### Interactive learning for today's students

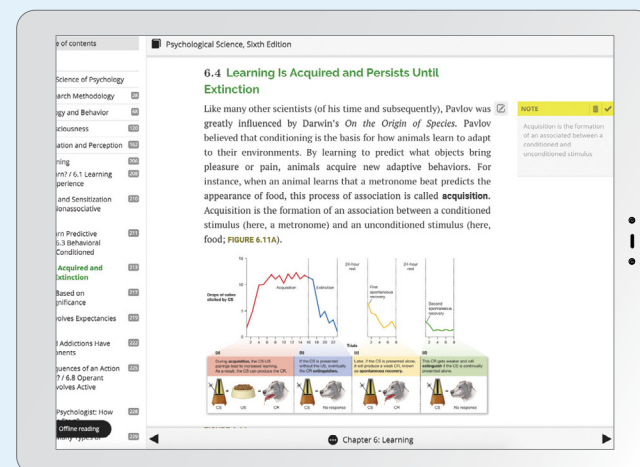
Norton Ebooks provide an interactive learning experience, improving student comprehension through features that promote active engagement. An **intuitive interface**, matching the pagination of the print book, makes navigating the ebook easy. The **annotation tool** allows you to create notes for your students, add reminders, and embed videos, making the ebook a dynamic tool for communication and collaboration between you and your class. Students can easily search their notes and highlighted text, turning the ebook into a **personalized study guide**. Select Norton Ebooks contain embedded **videos and interactive figures** that illustrate key concepts, providing an immersive learning experience.

Norton Ebooks support all learners and are adapted to your students' lifestyles:

- Norton Ebooks can be viewed on—and synced among—all computers and mobile devices and chapters can be saved for offline viewing.
- Audio allows for listening on the go.
- Designed to be accessible for all learners, Norton Ebooks follow Web Content Accessibility Guidelines (WCAG), the most widely accepted voluntary international standard for accessibility, and offer text-to-speech, keyboard navigation, alt text for images, and embedded closed-captioned videos.

### COMING SOON in 2022: Norton Ebooks will provide actionable insights for instructors!

Select titles will contain embedded assessments that allow students to engage in retrieval practice and provide data to inform your instruction.





# InQuizitive

[wwwnorton.com/inquizitive](http://wwwnorton.com/inquizitive)

## Reinforce essential concepts, build key skills, and deepen understanding by assigning InQuizitive.

- **Informed by research:** Developed by a cognitive psychologist, InQuizitive is based on research-backed psychological principles, including retrieval practice, active learning, quizzing to learn, and metacognitive monitoring.
- **Adaptive and personalized:** Guiding, answer-specific feedback and unique question sets targeted at individual students' areas for improvement help students grasp course concepts faster.
- **Motivating and engaging:** A variety of interactive question types and game-like elements engage students and drive them back into the text when they need to review.

- **Thoughtfully balanced:** Questions written by expert teachers progress from recall to application, building students' ability to extend their knowledge to the world around them.
- **Data-driven:** A robust activity report makes it easy to identify challenging concepts and intervene when necessary.
- **Easy to assign:** The convenience of LMS integration saves you time by allowing InQuizitive scores to report directly to your LMS gradebook.\*

**INQUIZITIVE**  
Chapter 7: Memory  
Page 276 7.2. How Are Memories Maintained over Time?

Identify the components of the serial position effect and the type of memory they reflect.

Drag each item above to its appropriate location in the image. Note that every item may not have a match, while some items may have more than one match.

recency effect\* long-term\* primacy effect\*

People have a good memory for items at the beginning of a list.  
People also have a good memory for items at the end of a list.

Reflects memory  
Reflects working memory

Probability of recall

First word 5 10 15 20 25 Last word

Serial position of word in list

**Correct**  
Items at the end of a list are still in active, working memory.  
Keep going until you've matched all the items.

Question Confidence: I think I know it!  
You can no longer gain or lose points on this question.

Activity Score: 120  
Current Grade: 0%  
You must answer at least 20 questions to receive a grade.

Show Feedback  
Question Help/Challenge

**INQUIZITIVE**  
Chapter 7: Memory  
Page 279 7.3. How Is Information Organized in Long-Term Memory?

Based on Craik and Lockhart's levels of processing memory model, place in order how deeply the following information about dogs will be encoded, from the shallowest to the deepest.

A person glances at a magazine and sees a picture of a dog.  
A person can remember all the breeds of dogs because she knows a song that lists them.  
A person dog-sits and spends the weekend walking and playing with a dog.

Drag the items below into the box above in the correct order, starting with the first item in the sequence.

A person who grew up with a dog enjoyed walking in the woods with her pet.

**Correct**  
Experiences directly linked to a person are encoded at a deeper level.

Question Confidence: I know I know it!  
You can gain or lose up to 100 points on this question.

Activity Score: 775  
Current Grade: 0%  
You must answer at least 20 questions to receive a grade.

Show Feedback  
Question Help/Challenge





# ZAPS 3.0

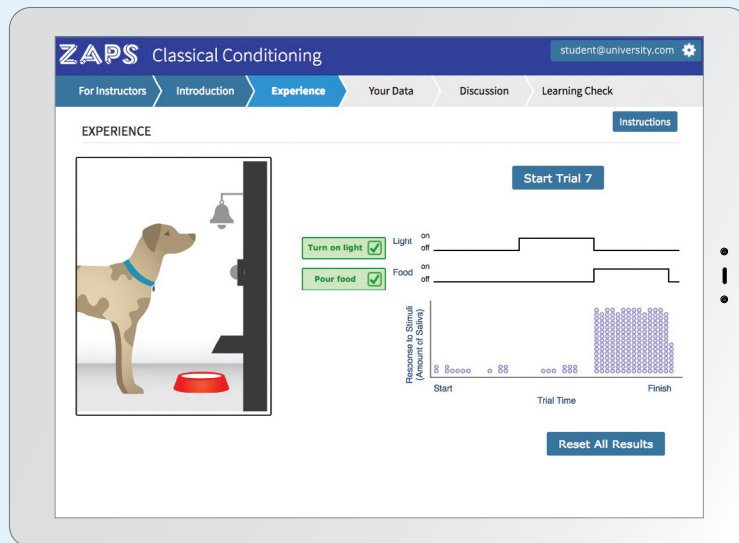
## Interactive Labs for Psychology

### The science of psychology comes alive with ZAPS 3.0 Interactive Labs.

Completely redesigned, **NEW** ZAPS 3.0 Interactive Labs are brief, easy-to-use activities that invite students to participate in the process of psychological research and discovery.

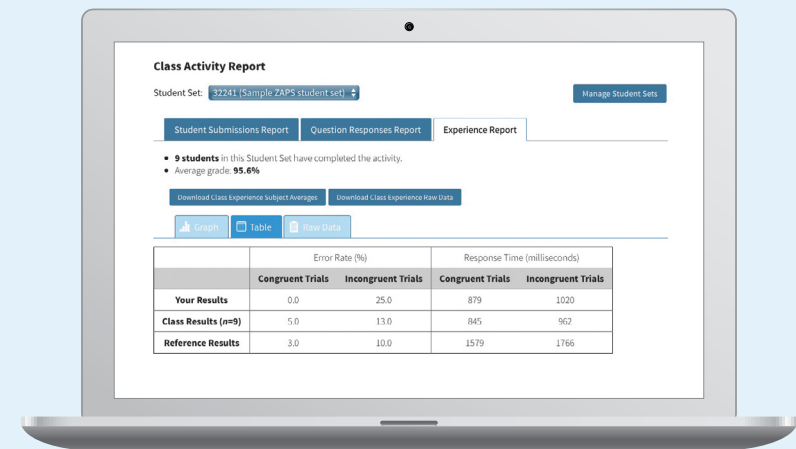
#### Experiential and Engaging

- Students act as researchers or participants in interactive experiments.
- Real-time data allow students to analyze and compare results.
- Formative questions provide opportunities for prediction, reflection, and retrieval.
- Brief text explains how lab topics connect to everyday life.



### Data-driven and Easy to Assign

- Each lab activity reinforces key concepts from your text and is mapped to the relevant chapter.
- **NEW** briefer lab activities are easier to fit into your course.
- A **NEW** “How to Use ZAPS” activity makes the first week of class easy.
- A **NEW** assignable lab manual allows for deeper engagement with each lab activity.
- **NEW** PowerPoint slides make it easier to display graphed class results and spark meaningful discussion.
- **NEW** ZAPS assessment questions allow you to check your students’ understanding.
- Expanded instructor notes include learning outcomes, summaries, page references, discussion prompts, teaching tips, and more.



### NEW Version 3.0 includes:

- brief, 20-minute activities for a streamlined experience
- course-specific content for Introductory Psychology and Cognitive Psychology
- an enhanced visual and video program
- more support for data literacy and analysis
- added formative assessment with guiding feedback
- a “How to Use ZAPS” activity for easy startup
- a complete suite of instructor support tools, including a lab manual, assessment questions, PowerPoint slides, discussion prompts, and more

### Demo ZAPS at

[digital.wwnorton.com/zaps3introductorypsych](https://digital.wwnorton.com/zaps3introductorypsych)  
[digital.wwnorton.com/zaps3cognitivepsych](https://digital.wwnorton.com/zaps3cognitivepsych)

### Package with

Psychological Science • Interactive Psychology • Psychology in your Life •  
 Cognition • Cognitive Neuroscience

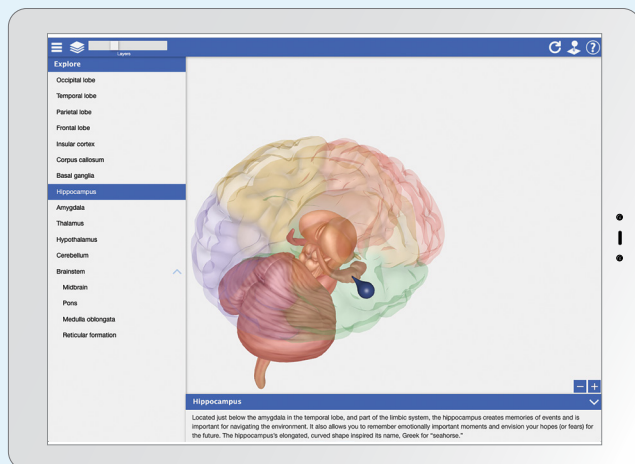


## 3D Brain and Animations

### Interactive 3D Brain

Give your students a hands-on way to explore brain structure and function.

- Students can rotate the brain, zoom in and out, and add or remove structures.
- Encounter the 3D Brain in book-specific InQuizitive adaptive learning questions and the behavior and biology chapters of our introductory psychology texts.



### Interactive Neuron Animations

Action potentials and neuronal synapses come to life.

- **NEW** Interactive Neuron animations move beyond traditional video animations to pause at key points, allowing students to interact with the animation and reinforcing challenging concepts.
- Incorporated into InQuizitive adaptive assessment and with ideas on the Norton Teaching Tools site to help you incorporate these interactive visualization tools into your course, now you can help your students understand and enjoy learning about the anatomy and functions of the brain and nervous system.

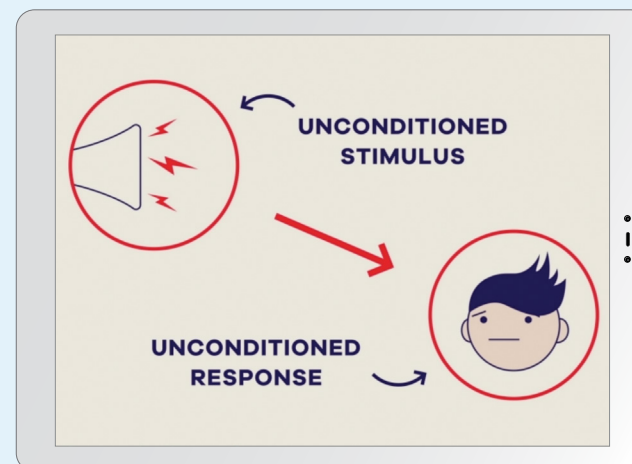


## Concept Videos

[digital.wwnorton.com/psychconceptvideos](https://digital.wwnorton.com/psychconceptvideos)

### Challenging concepts illustrated in relatable, real-world scenarios.

Concept videos provide brief, animated explanations of concepts in introductory psychology that students find most challenging. These engaging videos depict diverse characters in relatable scenarios to help students master these concepts as well as to see how they relate to their everyday lives.



◀ The concept videos offer clear and concise (two to three minutes) visual explanations of the most challenging psychological concepts.

- ▶ Featuring diverse characters in relatable everyday scenarios, the concept videos help students understand core course concepts.



## Resources to support how you teach

### Norton Teaching Tools

The Norton Teaching Tools site is your first stop when looking for creative and engaging resources to refresh your syllabus or design a new one. Dynamic and experienced instructors created resources aligned with chapter topics and organized by activity type, making it easy to find what you need. The site also features tips and best practices for assigning Norton's digital learning tools and addressing the most common course challenges. Tools include:

- class activities and discussion suggestions
- discussion and online forum prompts
- links to suggested video clips
- teaching tips
- Active Learning, Lecture, and Art PowerPoints

### Resources for Your LMS

Easily add high-quality digital resources to your online, hybrid, or lecture courses. All activities can be accessed right within your existing learning management system. Graded activities are configured to report to your LMS course grade book.

### Norton Testmaker

**NEW** Norton Testmaker brings Norton's assessment materials online and makes it easy to build customized, outcome-driven assessments. Search and filter test bank questions by chapter, question type, difficulty level, topic-based learning objective, Bloom's Taxonomy level, APA undergraduate psychology major learning goal, and APA Introductory Psychology Initiative student learning outcome. You can customize test bank questions to fit your course, or simply "grab and go" with our ready-to-use quizzes. Easily export your tests and quizzes to Microsoft Word or Common Cartridge files for your learning management system.

### Presentation Tools

Each text comes with a rich set of presentation aids for professors to use in class. These tools can include Lecture PowerPoints; Active PowerPoints, which support an active class with activities, demonstrations, discussions, and more; Interactive Lecture PowerPoints, which integrate lecture outlines with active-learning resources; questions for classroom response systems; and all art—figures, photos, and tables—optimized for projection.

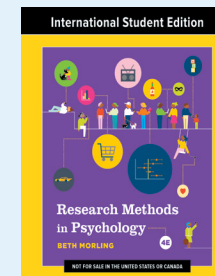
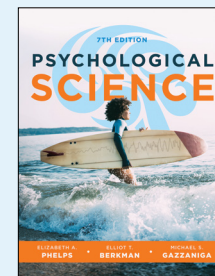
## Package and Save with Norton Bundles

**Package any number of titles from W.W. Norton together to save your students money on their set texts and further reading**

Include a range of titles from our psychology textbook list, featuring world-class scholars in subjects across the curriculum, as well as our best-selling trade and professional lists with titles from some of the greatest psychological thinkers including Jung, Freud, and Siegal.

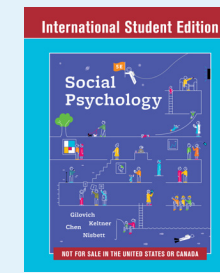
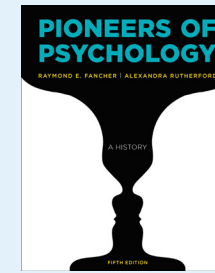
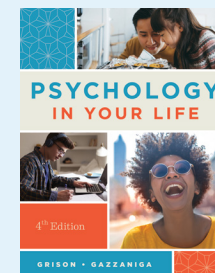
**Get in touch to create your bespoke module or course bundle:**

**UKtextbooks@wnnorton.com**



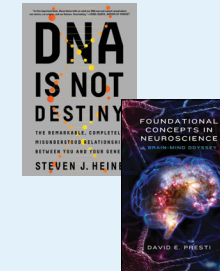
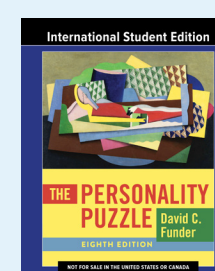
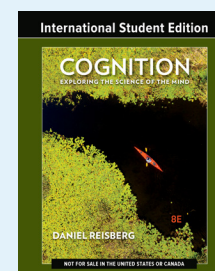
**Package any  
2 titles**

**20%  
off**



**Package any  
3 titles**

**30%  
off**

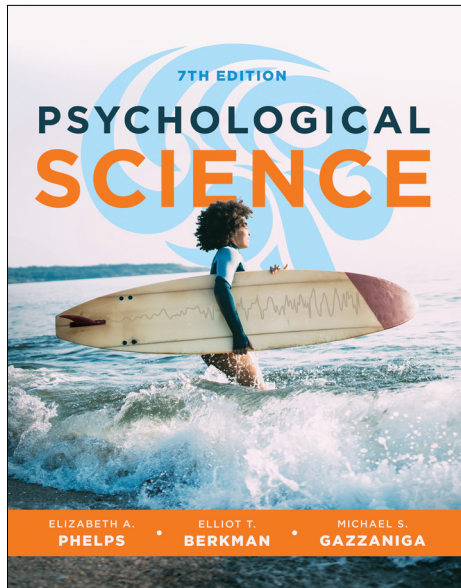


**Package any  
4 titles**

**40%  
off**

# Psychological Science

## Seventh Edition



**Elizabeth A. Phelps**  
Harvard University

**Elliot T. Berkman**  
University of Oregon

**Michael S. Gazzaniga**  
University of California,  
Santa Barbara

978-0-393-88497-5 / PAPERBACK  
643 PAGES / July 2022

### Resources:

[digital.wwnorton.com/psychsci7](https://digital.wwnorton.com/psychsci7)

**Ebook** (see p. 3)

**InQuizitive** (see p. 4)

**ZAPS 3.0** (see p. 6)

**3D Brain and Neuron Animations**  
(see p. 8)

**Concept Videos** (see p. 9)

**Norton Teaching Tools** (see p. 10)

**HIP Guide** (see p. 10)

**Resources for Your LMS** (see p. 10)

**Norton Testmaker** (see p. 11)

**Presentation Tools** (see p. 11)

**Elizabeth A. Phelps** is the Pershing Square Professor of Human Neuroscience at Harvard University. Among numerous other awards and accolades, Phelps most recently won the prestigious George Miller Prize in Cognitive Neuroscience.

**Elliot T. Berkman** is Professor of Psychology at the University of Oregon. He actively communicates the societal impact of psychological research on Psychology Today's blog, The Motivated Brain, and Twitter as @Psychologician.

**Michael S. Gazzaniga** is Distinguished Professor and Director of the Sage Center for the Study of the Mind at the University of California, Santa Barbara.

## Research and real-world impact for the next generation

Norton is proud to welcome award-winning authors Elizabeth Phelps and Elliot Berkman to join Michael Gazzaniga on his foundational text. The best introduction to the science of psychology today, *Psychological Science* focuses on the intersection of neuroscience and psychology—bringing **NEW** style and content that will resonate with the introductory psychology students of the post-pandemic era.

### Replicated Research, inclusivity, and why it all matters

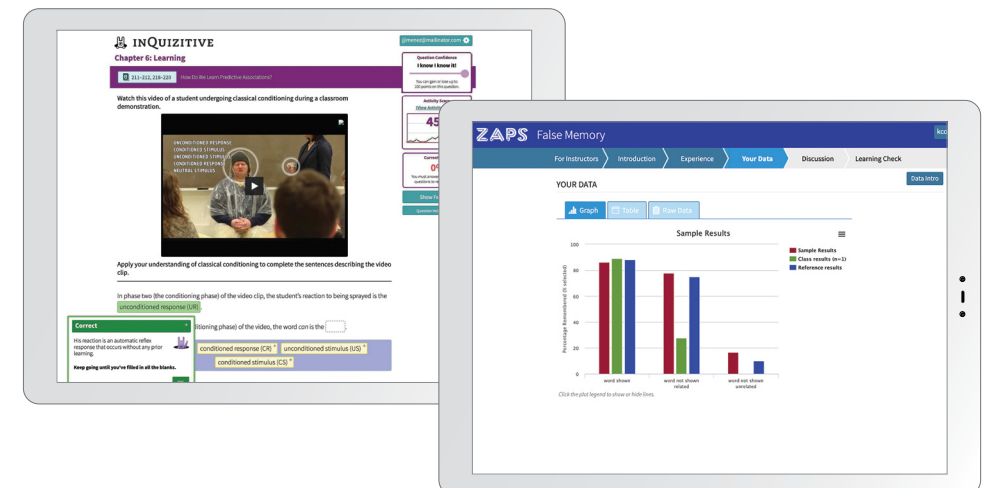
The authors carefully ensure that all research examples are supported by current replicable evidence and represent the breadth of diverse voices in the field today.

- Evaluate scientific claims with You Be The Psychologist features.
- Reflect on how psychological research matters not only in your everyday life but how it impacts larger social justice issues in the **NEW** Psychology Outside the Lab study units.

### Give your students the Gold Standard of *Psychological Science* with evidence-based learning and assessment tools

Opportunities for retrieval, application, and active learning are incorporated as distributed practice throughout text and media, from low-stakes self-assessment to high-stakes exam content.

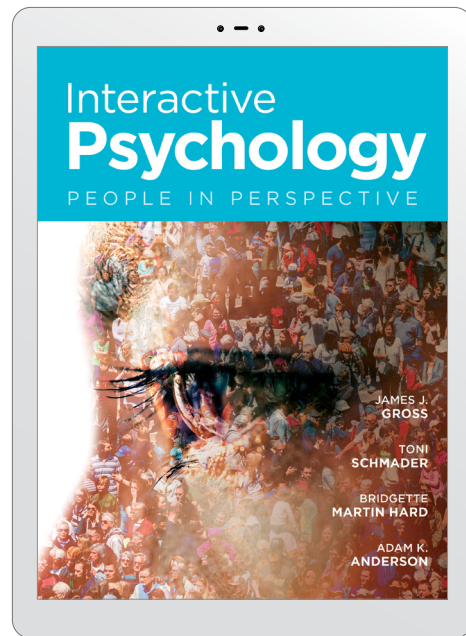
- Check your understanding with ebook-embedded “Q” questions at the end of each study unit.
- Solidify comprehension through personalized question sets with InQuizitive's formative, adaptive assessment.
- Experience psychological research and discovery with **NEW** ZAPS 3.0 Interactive Labs.
- Visualize and interact with challenging structures and functions with a **NEW** interactive 3D Brain and Neuron Animations, envisioned by the authors.
- Easily create customized, outcome-driven quizzes and exams in **NEW** Testmaker.





# Interactive Psychology

## People in Perspective • First Edition



**James J. Gross**  
Stanford University

**Toni Schmader**  
University of British Columbia

**Bridgette Martin Hard**  
Duke University

**Adam K. Anderson**  
Cornell University

**Resources:**  
[digital.wwnorton.com/interactivpsych](https://digital.wwnorton.com/interactivpsych)

**Ebook** (see p. 3)

**InQuizitive** (see p. 4)

**ZAPS 3.0** (see p. 6)

**3D Brain** (see p. 8)

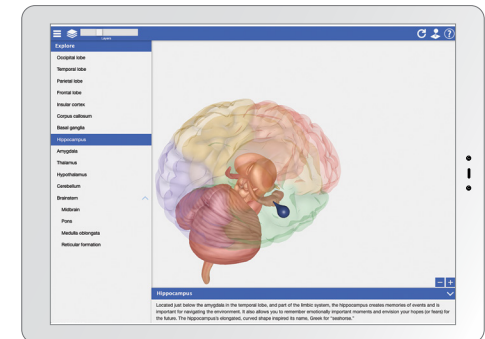
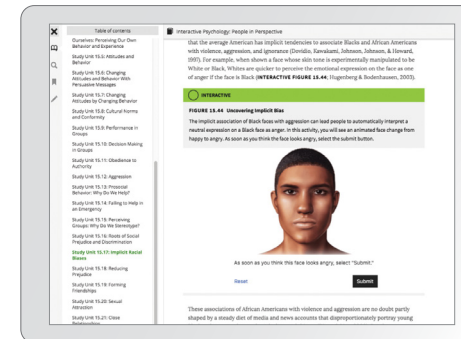
**Interactive Instructor's Guide**

**Test Bank**

**Presentation Tools** (see p. 11)

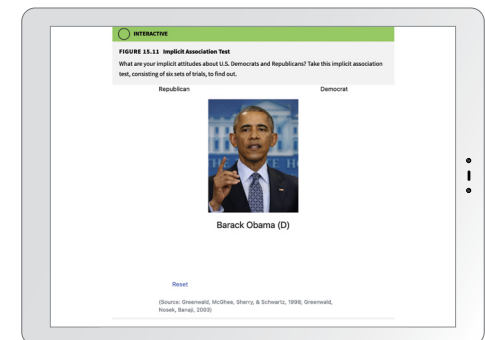
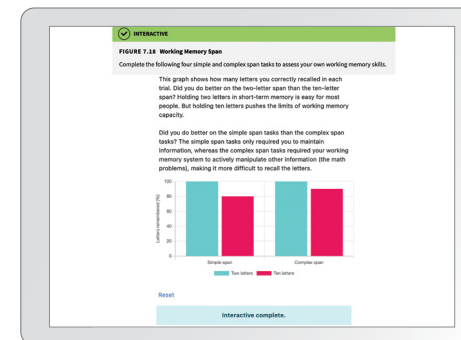
## A breakthrough for interactive learning in psychology

Interactive Psychology: People in Perspective is the first online textbook for introductory psychology that was conceived and built as an immersive, interactive online learning experience. Regardless of whether students read and work with this ebook on their phone, tablet, or laptop, Interactive Psychology will help them succeed in their psychology course. Studies have shown that students who use interactive ebooks spend significantly more time on the text's practice materials than students who use printed textbooks, and students who test themselves frequently achieve better grades in their courses (Sommers, Shin, Greenebaum, Merker, & Sanders, 2019). Interactive Psychology embraces that research to improve student learning.



## Interactives in each chapter address the concepts students struggle with most

Instead of passively reading a chapter, students move between explanations in the text to interactives that demonstrate the concept and build understanding. Research shows that interactive learning increases student interest, comprehension, and retention of important concepts (Naceur & Schiefele, 2005).



## Improves students' reading comprehension and study skills

Everything in *Interactive Psychology*, from the design to the content, is based on psychological research.

- Comprised of brief modular study units that cognitively “chunk” the material to help students organize, learn, and remember key concepts (Thalmann, Souza, & Oberauer, 2019)
- Trains students to become savvy consumers of media claims and research
- Encourages students to see themselves and others from multiple perspectives with the goal of building empathy and understanding

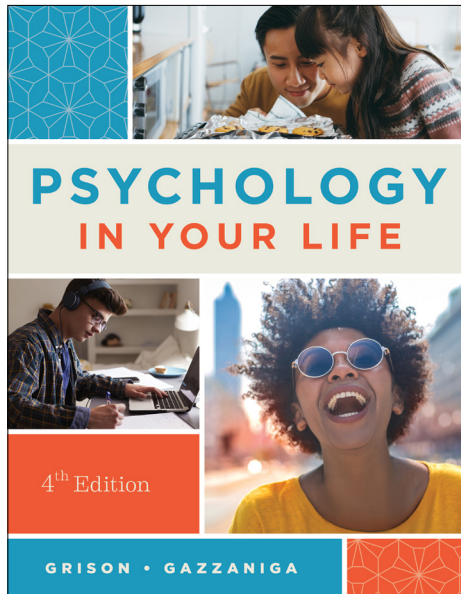
## High-quality content and teaching tools at an affordable price

Interactive Psychology is priced at a fraction of the cost of a traditional textbook and provides a new standard of quality, innovation, and value. Included in this low price is 360-day access to high-quality content, interactives, videos, and a robust suite of instructor resources.



# Psychology in Your Life

Fourth Edition



**Sarah Grison**  
Parkland College

**Michael S. Gazzaniga**  
University of California,  
Santa Barbara

978-0-393-87753-3 / PAPERBACK  
632 PAGES / JULY 2022

**Resources:**  
[digital.wwnorton.com/psychlife4](https://digital.wwnorton.com/psychlife4)

**Ebook** (see p. 3)

**InQuizitive** (see p. 4)

**ZAPS 3.0** (see p. 6)

**3D Brain and Neuron Animations**  
(see p. 8)

**Concept Videos** (see p. 9)

**Norton Teaching Tools** (see p. 10)

**HIP Guide** (see p. 10)

**Resources for Your LMS** (see p. 10)

**Norton Testmaker** (see p. 11)

**Presentation Tools** (see p. 11)

## Inclusive and research-based content, assessment, and teaching tools by an expert teacher

Award-winning teacher Sarah Grison sets the **NEW** standard for introductory psychology texts. Creating an integrated vision for all aspects of the teaching and learning resources, she draws on empirical research revealing the best practices for teaching and learning, crafting her book and resources with a focus on inclusion, efficacy, and outcomes.

## NEW research-based IMPACT learning scaffold



◀ Incorporated into the entire learning package, a **NEW** IMPACT learning scaffold translates psychological research into six key strategies that guide students through evidence-based ways they can learn and retain concepts, giving them the skills they need to succeed in the course, their college careers, and beyond. Short, just-in-time IMPACT Learning Pauses in each chapter give students actionable ways to practice their learning strategies.

**NEW** digital tools to help students visualize and interact with psychological concepts include:

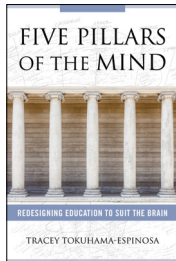
- **3D Brain and Interactive Neuron animations**, which bring challenging brain processes to life
- **ZAPS 3.0 Interactive Labs**, which invite students to participate in the process of psychological research
- **InQuizitive award-winning adaptive assessment**, created by a cognitive psychologist and tied to the learning outcomes of the text and the new APA IPI outcomes

## Inclusive and applied on every level

Beginning with new ground-breaking diversity framework in Chapter 1, all aspects of the text and learning tools demonstrate cultural sensitivity and reflect the diversity of the students and the teachers who use them. Psychology in Your Life applies all psychological concepts and research back to students' lives, inherently showcasing application in every aspect of the book and teaching tools.

## APA IPI integrated

As an active member of the Society for the Teaching of Psychology, Sarah Grison integrated the latest recommendations from the APA Introductory Psychology Initiative (APA IPI) into the text and learning package.

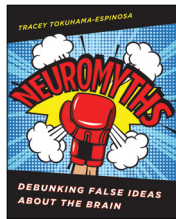


## Five Pillars of the Mind

Tracey Tokuhamu-Espinosa

A review of the research on brain networks reveals, surprisingly, that there are just five basic pillars through which all learning takes place: Symbols, Patterns, Order, Categories, and Relationships.

978-0-393-71321-3 • Paperback • 224 pages

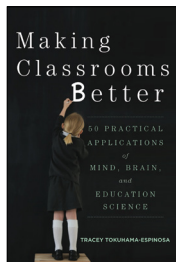


## Neuromyths

Tracey Tokuhamu-Espinosa

Not every teaching method touted as “brain-friendly” is supported by research findings—and misconceptions about the brain have the capacity to harm rather than help.

978-0-393-71323-7 • Paperback • 320 pages

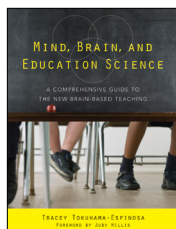


## Making Classrooms Better

Tracey Tokuhamu-Espinosa

Covering a range of subjects—from creating an optimal classroom climate to maximizing metacognitive skill development—this well-researched, state-of-the-art guide is an essential resource for highly effective practices that teachers, administrators, and curriculum planners can easily use.

978-0-393-70813-4 • Paperback • 440 pages

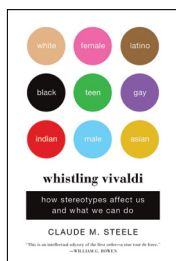


## Mind, Brain, and Education Science

Tracey Tokuhamu-Espinosa

A groundbreaking work, *Mind, Brain, and Education Science* explains the new transdisciplinary academic field that has grown out of the intersection of neuroscience, education, and psychology.

978-0-393-70607-9 • Paperback • 464 pages



## Whistling Vivaldi

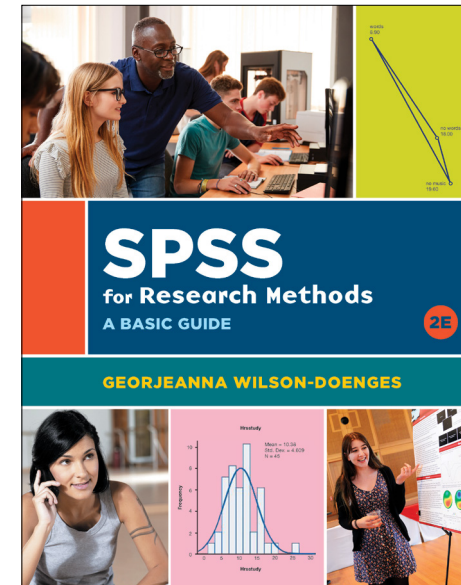
Claude M. Steele

Through dramatic personal stories, *Whistling Vivaldi* offers insight into how we form our senses of identity and ultimately lays out a plan for mitigating the negative effects of “stereotype threat” and for reshaping American identities.

978-0-393-33972-7 • Paperback • 256 pages

# SPSS for Research Methods

A Basic Guide • Second Edition



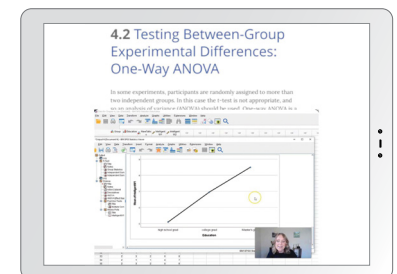
Georjeanna Wilson-Doenges  
University of Wisconsin—Green Bay

978-0-393-54306-3 / PAPERBACK  
208 PAGES / DECEMBER 2021

## SPSS guidance without sacrificing valuable class time

Georjeanna Wilson-Doenges’s direct writing style, real sample data from her research methods class, integrated APA-style results, and detailed yet clear screenshots and **NEW** Video Tutorials ensure that students are confident and enthusiastic about using SPSS.

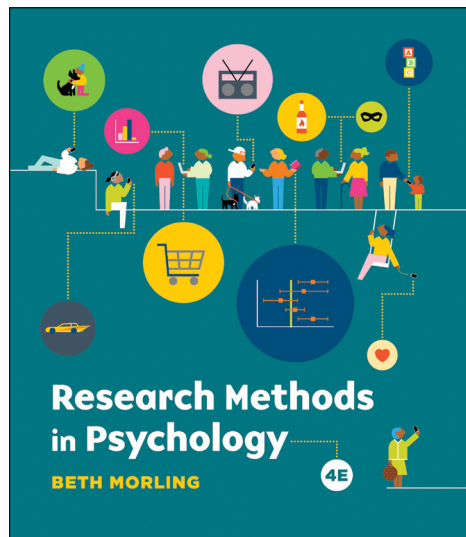
- Screenshots match the upgraded version of SPSS (SPSS v27) so students can easily follow along as they navigate the program.
- Explanations throughout the chapters show students how to interpret effect sizes and confidence intervals, then report findings in APA 7.0 style.
- Examples acknowledge the importance of replication in psychological research and help instructors model good research habits.
- ▶ Embedded directly in the ebook, **NEW** Video Tutorials by author and expert teacher Georjeanna Wilson-Doenges help students learn actively with firsthand demonstrations of the most essential tasks in SPSS.



Package with *Research Methods: Evaluating a World of Information*, Fourth Edition

# Research Methods in Psychology

Evaluating a World of Information • Fourth Edition



**Beth Morling**  
University of Delaware

978-0-393-53626-3 / PAPERBACK  
672 PAGES / SEPTEMBER 2020

**Resources:**  
[digital.wwnorton.com/researchpsych4](https://digital.wwnorton.com/researchpsych4)

**Ebook** (see p. 3)

**InQuizitive** (see p. 4)

**Interactives**

**Everyday Research Methods Blog**  
[everydayresearchmethods.com](http://everydayresearchmethods.com)

**Resources for Your LMS** (see p. 10)

**Norton Testmaker** (see p. 11)

**Interactive Instructor's Guide**

**Presentation Tools** (see p. 11)

**SPSS for Research Methods: A Basic Guide** (see p. 19)

**Beth Morling** focuses on undergraduate teaching and cultural psychology research. She regularly teaches courses on research methods, cultural psychology, the self-concept, and the teaching of psychology. Dr. Morling's most recent research has focused on how culture shapes human motivation and social life as well as where cultural differences are located and measured—whether within the person or in cultural products such as media, texts, or buildings. She is a Fulbright scholar, having lectured and conducted research in Kyoto, Japan, during 2010–2011. In 2014 she received the Delaware State Professor of the Year award from CASE and the Carnegie Foundation for the Advancement of Teaching.

Your students will love research methods as much as you do

**Teach and inspire with award-winning author Beth Morling**

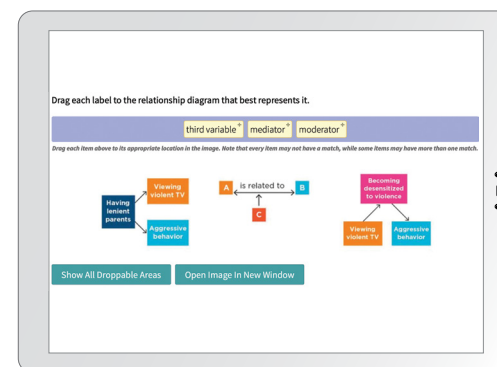
Recipient of a Professor of the Year award, Beth Morling's 25 years of expertise in the classroom led her to write a book to help all students—both consumers and producers of research—develop the critical thinking skills needed to evaluate the world of information students encounter today.

**The first book to prepare *all* students to use research methods in their everyday lives and future careers, now more interactive**

With a **NEW** interactive ebook, the Fourth Edition includes exciting new coverage for both future consumers and producers, including new infographics designed to help students develop a critical mindset when evaluating media claims, new Replicate the Study sections that walk students through the research process, new coverage on replication and open science, and an emphasis on new statistics (confidence intervals and effect sizes) throughout.

**Teach actively with materials created by Beth Morling**

**NEW** Interactives designed by Beth Morling allow students to explore data sets, evaluate scientific evidence, participate in mini-studies, quiz themselves on key concepts, and more. Morling also developed **NEW** editable Interactive Lecture PowerPoints that contain activities, linked videos, discussion questions, and classroom response questions embedded within lecture outlines. In addition to collaborating on every aspect of the active learning-focused support package, Morling writes a widely popular accompanying blog, Everyday Research.



◀ Developed by a cognitive psychologist, InQuizitive assessment engages students in a fun, game-like environment, with a focus on skills like evaluating claims in popular media and interpreting tables and graphs.



+£10

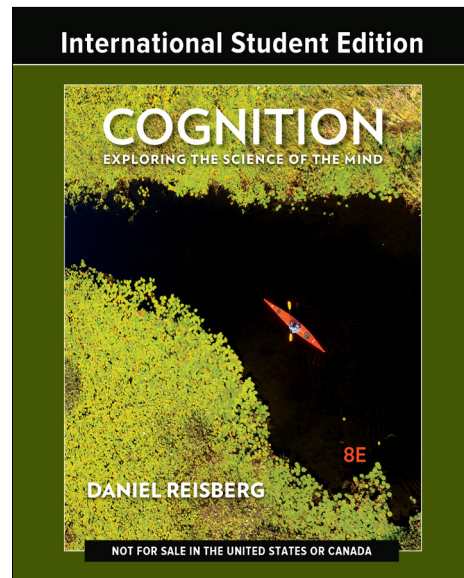
**Package the SPSS Guide with Research Methods in Psychology, Fourth Edition**

(see p. 19)



# Cognition

Exploring the Science of the Mind • Eighth Edition



**Daniel Reisberg**  
Reed College

978-0-393-87762-5 / PAPERBACK  
704 PAGES / DECEMBER 2021

**Resources:**  
[digital.wwnorton.com/cognition8](https://digital.wwnorton.com/cognition8)

Ebook (see p. 3)

InQuizitive (see p. 4)

ZAPS 3.0 (see p. 6)

Applying Cognitive Psychology Reader

**Resources for Your LMS** (see p. 10)

**Norton Teaching Tools** (see p. 10)

**Norton Testmaker** (see p. 11)

**Presentation Tools** (see p. 11)

**Daniel Reisberg** is the Patricia and Clifford Lunneborg Professor of Psychology at Reed College in Portland, Oregon. Reisberg's research has focused on the nature of mental imagery as well as on people's ability to remember emotionally significant events. He has served on the editorial boards of many of the field's journals and is the editor of the Oxford Handbook of Cognitive Psychology. Reisberg also consults extensively with law enforcement and the justice system and is the author of The Science of Perception and Memory: A Pragmatic Guide for the Justice System.

## The most interactive and applied approach to studying cognition

**NEW** digital tools for retrieval practice and active learning join a pedagogical program based on the “testing effect” for an interactive and applied approach to studying cognition.

### Rigorously current

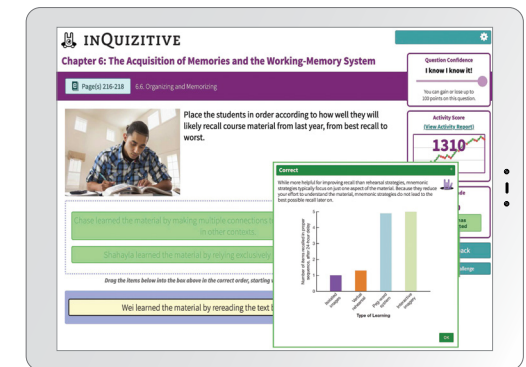
With a focus on the research that has shaped the field and the newest discoveries in modern cognitive psychology, the Eighth Edition includes over 270 **NEW** research citations published from 2018–2021.

### Interactive pedagogy using the “testing effect” and designed by experts in the field

Reisberg gives your students ample opportunities for retrieval practice with **NEW** InQuizitive and **NEW** ZAPS 3.0 Interactive Labs, as well as in-text features such as Test Yourself and Think About It.

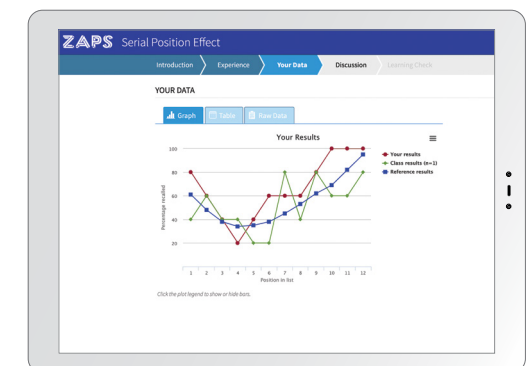
### Built by a cognitive psychologist, **NEW** InQuizitive adaptive assessment maximizes student retention and comprehension

► Incorporating research-based psychological principles like retrieval practice, learning by doing, and metacognitive monitoring in a variety of interactive question types helps students grasp key course concepts. Students progress through levels with guiding answer-specific feedback and personalized question sets based on each student's areas for improvement, meaning students come to class better prepared and you have more class time for active learning and applications.



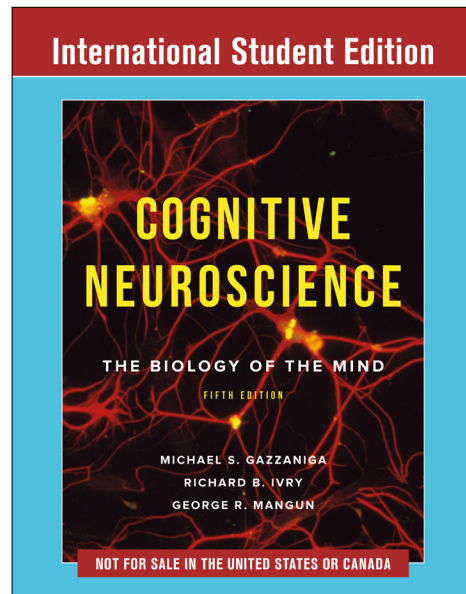
### **NEW** ZAPS 3.0 Interactive Labs give students hands-on participation in the process of research

► ZAPS 3.0 Interactive Labs are easy to use, affordable lab activities that invite students to actively engage in the scientific process. Students participate in experimental trials, analyze the resulting data, read about the concepts illustrated by the research, and complete assessment questions along the way. By popular demand, lab activities are streamlined and feature a new suite of support tools with everything you need to deploy ZAPS as assignments or in-class activities.



# Cognitive Neuroscience

The Biology of the Mind • Fifth Edition



**Michael S. Gazzaniga**

University of California,  
Santa Barbara

**Richard B. Ivry**

University of California, Berkeley

**George R. Mangun**

University of California, Davis

978-0-393-66781-3 / PAPERBACK  
657 PAGES / 2018

**Authoritative, applied,  
and accessible**

Written by world-renowned researchers, including Michael Gazzaniga, Cognitive Neuroscience remains the gold standard

in its field, showcasing the latest discoveries and clinical applications. In the Fifth Edition, updated material is woven into the narrative of each chapter and featured in **NEW** Hot Science and Lessons from the Clinic sections.

**The gold standard, more accessible than ever**

Retaining its hallmark authority, the Fifth Edition's **NEW** streamlined organization and shorter chapter introductions make cognitive neuroscience approachable for a wider variety of students. **NEW** redesigned illustrations and anatomical figures facilitate student understanding, and **NEW** Take-Home Messages in each chapter reinforce essential concepts.

**Clinical applications and current research will engage students**

In addition to the most current patient-study research, the text provides a fascinating window into the field's real-world applications. **NEW** chapter openers share patient stories, and **NEW** Lessons from the Clinic sections show how in-class concepts play out in a clinical setting.

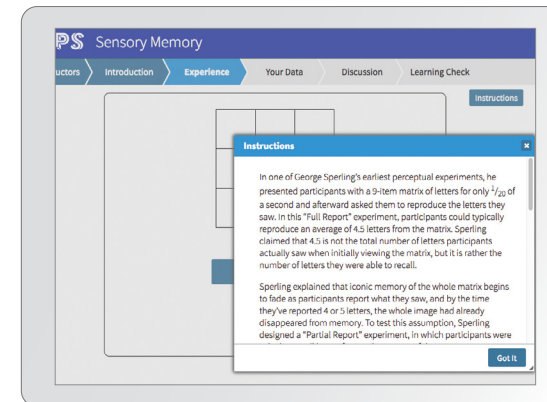
Resources: [digital.wwnorton.com/cogneuro5](https://digital.wwnorton.com/cogneuro5)

ZAPS 3.0, Interactive Instructor's Guide,

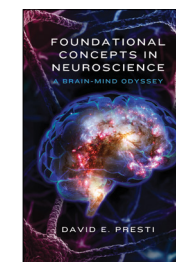
Ebook (see p. 3), Presentation Tools (see p. 11), Studying the Mind Videos, Test Bank, Teaching Resources

**Compelling resources for a better course experience**

Rich lecture resources—including videos, updated PowerPoints, and **NEW** ZAPS 3.0 Interactive Labs—ensure an engaged classroom. A **NEW** Interactive Instructor's Guide and revised test bank simplify course preparation and administration.



◀ **NEW** ZAPS 3.0 Interactive Labs help students think like psychologists by participating in hands-on experiments.

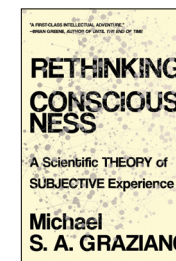


**Foundational Concepts in Neuroscience**

**David E. Presti**

A fresh take on contemporary brain science, this book presents neuroscience—the scientific study of brain, mind, and behavior—in easy-to-understand ways with a focus on concepts of interest to all science students.

978-0-393-70960-5 • Hardcover • 320 pages



**Rethinking Consciousness**

**Michael S. A. Graziano**

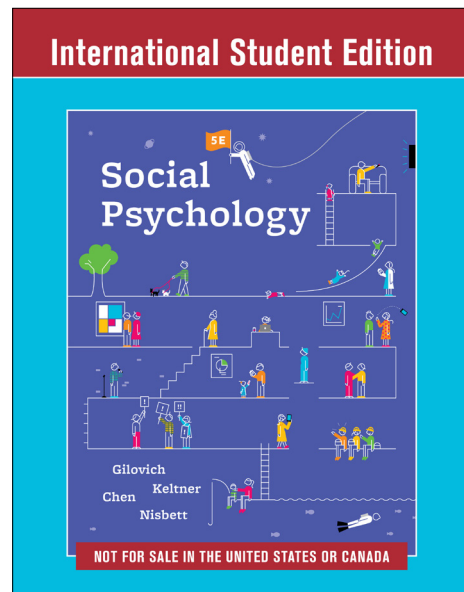
Neuroscientist and psychologist Michael S. A. Graziano puts forward a groundbreaking new theory on the origin of consciousness. Graziano uses examples from the natural world to show how neurons first allowed animals to develop simple forms of attention: taking in messages from the environment, prioritizing them, and responding as necessary.

978-0-393-54134-2 • Paperback • 244 pages



# Social Psychology

Fifth Edition



**Thomas Gilovich**

Cornell University

**Dacher Keltner**

University of California, Berkeley

**Serena Chen**

University of California, Berkeley

**Richard E. Nisbett**

University of Michigan

978-0-393-66774-5 / PAPERBACK  
704 PAGES / 2018

## Resources:

[digital.wwnorton.com/socialpsych5](https://digital.wwnorton.com/socialpsych5)

Ebook (see p. 3)

InQuizitive (see p. 4)

Interactive Instructor's Guide

**NEW** Concept Videos (see p. 9)  
and Behind the Citation Videos

Resources for Your LMS (see p. 10)

Test Bank

Presentation Tools (see p. 11)

## A critical-thinking approach emphasizing science and applications

An award-winning author team challenges students to think critically about the concepts, controversies, and applications of social psychology using abundant tools, both in the text and online. **NEW** infographics examine important topics such as social class, social media effects, and research methodology. InQuizitive online assessment, presentation tools, test bank questions, and **NEW** concept videos will help you create the best course materials in the shortest amount of time.

## Encourages students to think critically and apply what they learn

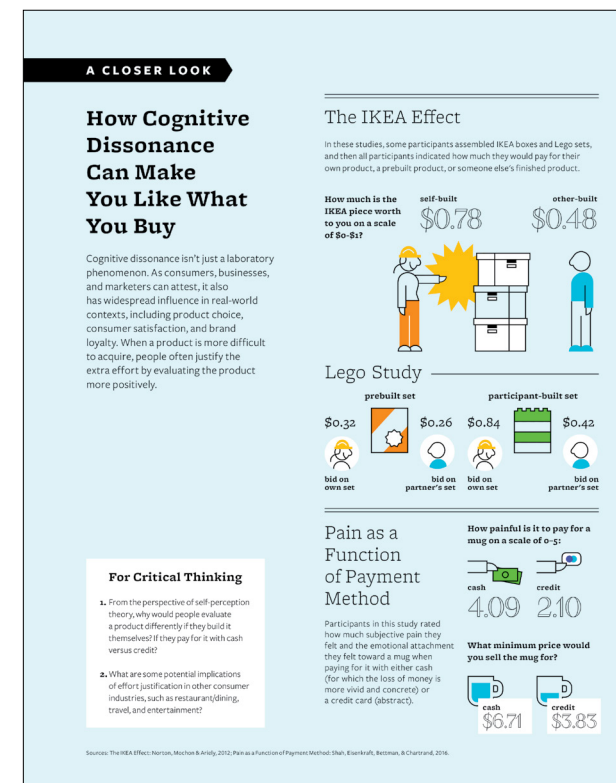
Critical thinking and real-world application are important skills for students. This text reinforces these skills throughout each chapter. **NEW** infographics ask students to take a closer look at engaging data, and Focus On features highlight the applications of social psychology findings to real-life situations.

## Helps students understand the science of the field

It is important for students taking this course to realize that the concepts they learn are verifiable by observation or experience rather than theory or pure logic. With this pedagogical goal in mind, our award-winning author team wrote the first research-based approach to social psychology. Every chapter in this book showcases the empirical basis of social psychology concepts.

## Innovative, high-quality teaching resources save you time

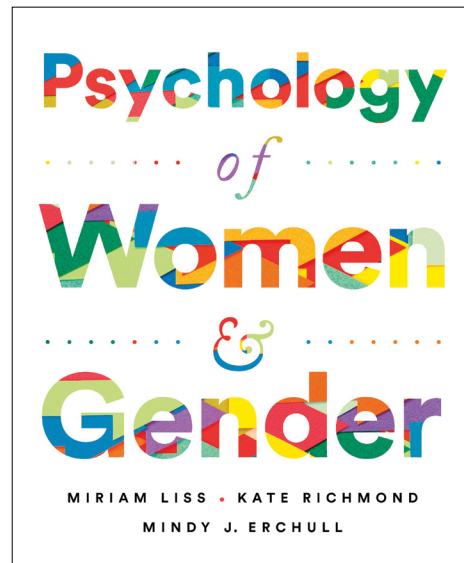
InQuizitive, the test bank, presentation tools, behind the citation videos, and **NEW** concept videos save you time and effort when preparing for lecture or assessment. All support materials have been vetted for accuracy and offer solutions for expert teachers and new instructors alike. You can also take advantage of the Beyond the Text PowerPoint slides, developed and used by the text authors.



◀ **NEW** Closer Look infographics provide visual summaries of engaging data and analysis for a range of topics, including social class (diversity and inequality), social media effects, research methodology, and the science of happiness. Each infographic ends with questions for critical analysis.

# Psychology of Women and Gender

First Edition



**Miriam Liss**

University of Mary Washington

**Kate Richmond**

Muhlenberg College

**Mindy J. Erchull**

University of Mary Washington

978-0-393-66713-4 / PAPERBACK  
832 PAGES / 2018

For a new generation  
of students

This pathbreaking text uses an intersectional perspective and places a central focus on the concerns of students today, such as transgender issues, sexualization, and objectification. It combines up-to-date research with approachable and thought-provoking debate topics. Flexible teaching resources support every kind of instructor's course.

## Reflects the shifting focus of the field

Contemporary areas of research and theory are prominently featured, including self-objectification, self-sexualization, neurosexism, intensive parenting, and the glass cliff/escalator. Students encounter many of these key issues in their daily lives and will encounter many more after they graduate.

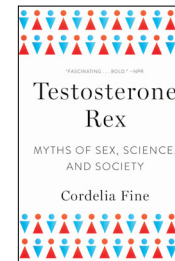
## Inclusive and diverse

The book integrates the experiences of diverse women, including those who identify as transgender, with coverage of central issues in the field. The importance of understanding intersecting social identities (i.e., race, class, and sexual orientation) is integrated throughout each chapter, rather than addressed separately at the end of sections or chapters.

Resources: [digital.wwnorton.com/psychwomen](https://digital.wwnorton.com/psychwomen)



Ebook (see p. 3), Presentation Tools (see p. 11), Test Bank,  
Teaching Resources, Psychology's Feminist Voices ([feministvoices.com](https://feministvoices.com))



## Testosterone Rex

**Cordelia Fine**

In *Testosterone Rex*, psychologist Cordelia Fine wittily explains why past and present sex roles are only serving suggestions for the future. She reveals a much more dynamic situation through an entertaining and well-documented exploration of the latest research that draws on evolutionary science, psychology, neuroscience, endocrinology, and philosophy.

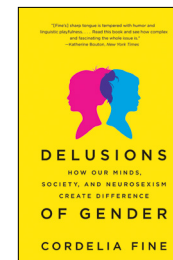
978-0-393-35548-2 • Paperback • 272 pages • Not available in British  
Commonwealth

## Delusions of Gender

**Cordelia Fine**

Drawing on the latest research in neuroscience and psychology, Cordelia Fine debunks the myth of hardwired differences between men's and women's brains. Instead of a "male brain" and a "female brain," Fine gives us a glimpse of mutable minds that are continuously influenced by cultural assumptions about gender.

978-0-393-34024-2 • Paperback • 368 pages • Not available in British  
Commonwealth



## The Feminine Mystique

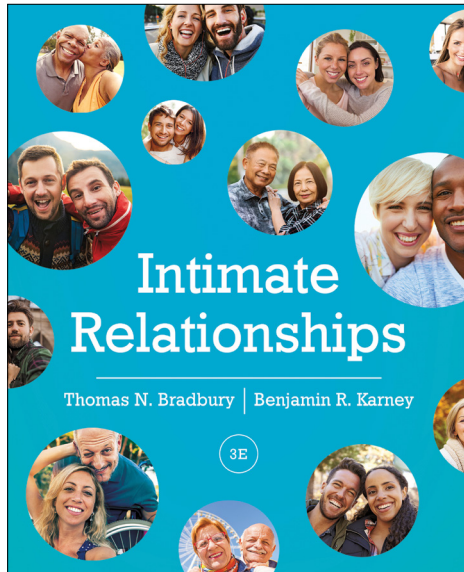
**Betty Friedan**

Writing at a time when the average woman first married in her teens and 60 percent of women students dropped out of college to marry, Betty Friedan captured the frustrations and thwarted ambitions of a generation and showed women how they could reclaim their lives.

978-0-393-34678-7 • Paperback • 592 pages • Not available in British  
Commonwealth

# Intimate Relationships

Third Edition



**Thomas N. Bradbury**  
University of California,  
Los Angeles

**Benjamin R. Karney**  
University of California,  
Los Angeles

978-0-393-64025-0 / PAPERBACK  
624 PAGES / 2019

**Current and diverse: a perfect  
match for today's student**

In the age of texting, sexting, and swiping right, technology has transformed the way couples create and maintain intimacy. To help students think critically about modern intimacy, the Third Edition synthesizes the latest research on couples and embraces the rich diversity of intimacy across couples and cultures.

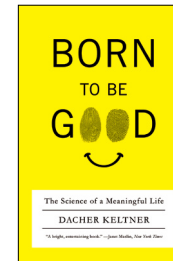
## Modern research on modern love

Although our need for intimacy is an enduring facet of human nature, our relationships are also constantly evolving to reflect the rapid pace of technological and social change. The Third Edition exposes students to the myriad ways that relationships have been transforming, as well as to the latest research tracking and explaining these shifts.

## A diverse look at intimacy across couples and cultures

Understanding relationships requires that students recognize how varied the experience of intimacy can be across different age groups, income levels, cultures, and sexualities. In this text, the appreciation of diversity is not merely incidental but rather is used throughout to refine and deepen students' understanding of core principles of how couples function.

**Resources:** [digital.wwnorton.com/relationships3](https://digital.wwnorton.com/relationships3)  
Teaching Resources, Test Bank,  Video Connections

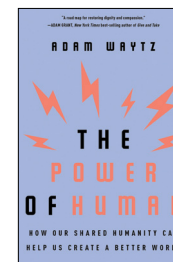


## Born to Be Good

Dacher Keltner

Illustrated with more than 50 photographs of human emotions, *Born to Be Good* takes us on a journey through scientific discovery, personal narrative, and Eastern philosophy. Positive emotions, Keltner finds, lie at the core of human nature and shape our everyday behavior—and they just may be the key to understanding how we can live our lives better.

978-0-393-33713-6 • Paperback • 352 pages

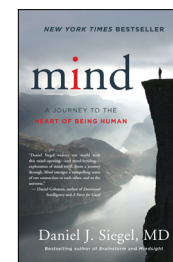


## The Power of Human

Adam Waytz

In *The Power of Human*, social psychologist Adam Waytz reveals the cost of losing our humanity and shares scientific strategies for counteracting this downward trend, such as promoting variability and social connection at work, addressing power asymmetries in conflict, and forming complementary partnerships with technology.

978-0-393-35818-6 • Paperback • 272 pages • Not available in British  
Commonwealth



## Mind

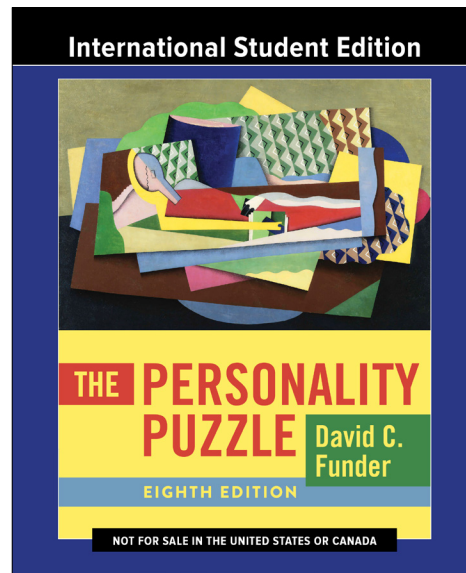
Daniel Siegel

Noted neuropsychiatrist Daniel J. Siegel, MD, uses his characteristic sensitivity and interdisciplinary background to offer a definition of the mind that illuminates the how, what, when, where, and even why of who we are, of what the mind is, and what the mind's self has the potential to become.

978-0-393-71053-3 • Paperback • 368 pages

# The Personality Puzzle

Eighth Edition



**David C. Funder**  
University of California, Riverside

978-0-393-42200-9/ PAPERBACK  
672 PAGES / 2019

**Resources:**  
[digital.wwnorton.com/puzzle8](https://digital.wwnorton.com/puzzle8)

**Ebook** (see p. 3)

**NEW InQuizitive** (see p. 4)

**Test Bank**

**Interactive Instructor's Guide**

**Presentation Tools** (see p. 11)

## Current, accessible, engaging—the best learning tool for personality psychology

David Funder's masterful writing, his ability to explain important ideas and new research in a compelling way, and the **NEW** addition of InQuizitive, Norton's adaptive quizzing tool, make *The Personality Puzzle* the best learning tool for students—all at an affordable price. The Eighth Edition includes a **NEW** chapter on relationships and work, and **NEW** coverage of replication and open science issues.

## Distinctive explanations of contemporary research motivate students to learn

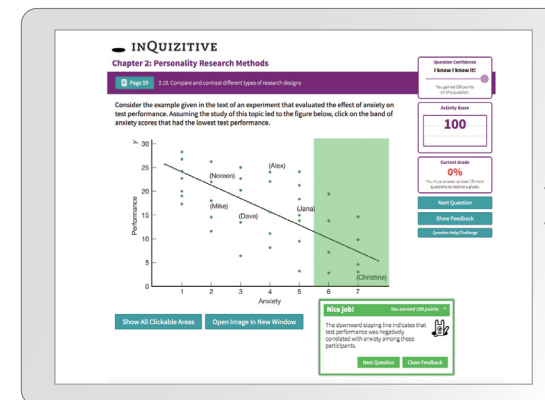
David Funder uses his witty and personal writing style to cover the latest research in personality psychology and help students see the relevance to their own lives. The Eighth Edition now includes a **NEW** chapter on relationships and work, and new important coverage of replication and open science issues. The chapters on relationships, work, and health (Part VII) show students how personality psychology can be applied to the real world.

## **NEW InQuizitive uses research-proven techniques to improve student learning**

Developed by a cognitive psychologist, InQuizitive is based on research-backed psychological principles. Motivating gamelike elements engage students in active learning and drive them back into the text when they need to review. Personalized questions, a variety of interactive question types, and answer-specific feedback help students grasp course concepts faster. As a result, students show up to class better prepared, and instructors have more time for incorporating active learning and applications.

## **An expanded instructor support package gives instructors the tools they need to engage students in active learning**

The Interactive Instructor's Guide has been enhanced for the Eighth Edition with even better instructor support. In addition to YouTube-style video links and **NEW** classroom activities, **NEW** discussion questions have been added for every chapter, giving instructors plenty of ideas for leading engaging classroom discussions or sparking debate in online course forums. **NEW** InQuizitive helps instructors take advantage of all this support for an active-learning classroom environment by ensuring that students come to class armed with the fundamental knowledge they need to dive deeper into discussions, activities, and applied examples.

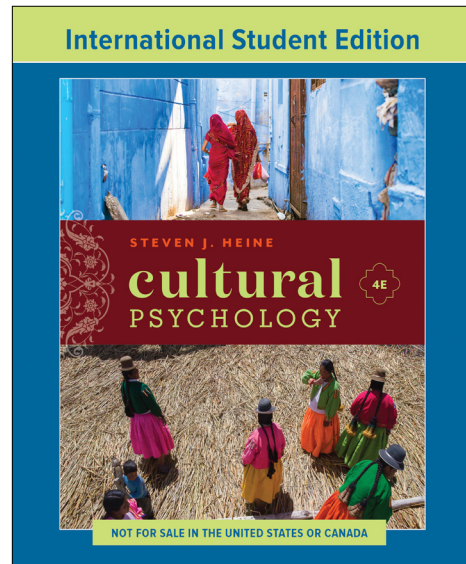


◀ **NEW** InQuizitive personalizes the learning experience for students using a variety of applied question types and answer-specific feedback, helping them connect course concepts to everyday topics like relationships, work, and health.



# Cultural Psychology

Fourth Edition



**Steven J. Heine**

University of British Columbia

978-0-393-42187-3 / PAPERBACK  
605 PAGES / 2019

**Resources:**

[digital.wwnorton.com/culturalpsych4](http://digital.wwnorton.com/culturalpsych4)

 **Ebook** (see p. 3)

**Test Bank**

**Presentation Tools** (see p. 11)

## Cultural psychology through a global lens

The most contemporary and relevant introduction to the field, *Cultural Psychology*, Fourth Edition, is unmatched in both its presentation of current, global experimental research and its focus on helping students to think like cultural psychologists.

### NEW research reinforces a strong global focus

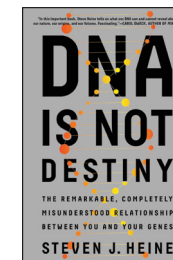
*Cultural Psychology*, Fourth Edition, draws on a broad range of global studies and examples. Departing from the conventional East/West axis, it addresses cultures and regions in Africa, Europe, India, Latin America, the Middle East, Russia, Australia, and the Pacific Islands. A **NEW** applied chapter on organizations and justice shows students how managerial practices—such as leadership, negotiation, and resource distribution—vary across cultures. This topic will be relevant to their lives as they prepare to enter the workforce.

### A focus on experimental research helps students to think like cultural psychologists

*Cultural Psychology* presents an unparalleled array of experimental research, including a wealth of current findings based on actual behavioral experiments, economic games, and studies employing neuroscience methods. Many of the concepts in the text are explained by walking students through detailed examples of classic experiments in the field—demonstrating exactly how the studies are conducted—and challenging them to think about how psychologists obtain answers to their research questions.

### An expanded instructor support package features **NEW** active learning resources

The *Cultural Psychology*, Fourth Edition resource package has been expanded and enhanced with a **NEW** focus on active learning. **NEW** lecture PowerPoint instructor notes provide detailed suggestions for in-class activities, demonstrations, short video clips, and discussion topics so that instructors can engage students in a rich variety of active learning activities. In addition, the test bank now features over 40% **NEW** questions and offers instructors more flexibility for creating customized tests.

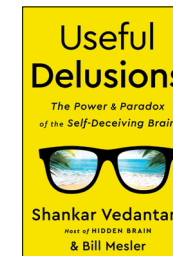


## DNA is Not Destiny

**Steven J. Heine**

Scientists expect one billion people to have their genomes sequenced by 2025. Yet cultural psychologist Steven J. Heine argues that, in trying to know who we are and where we come from, we're likely to completely misinterpret what's "in our DNA."

978-0-393-35580-2 • Paperback • 352 pages



## Useful Delusions

**Shankar Vedantam • Bill Mesler**

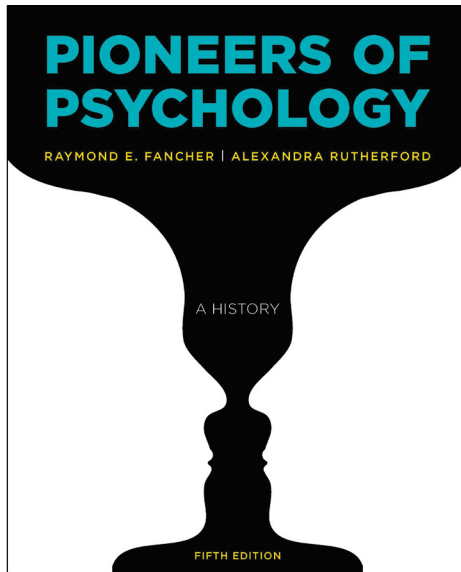
Self-deception does terrible harm to us, to our communities, and to the planet. But if it is so bad for us, why is it ubiquitous? In *Useful Delusions*, Shankar Vedantam and Bill Mesler argue that, paradoxically, self-deception can also play a vital role in our success and well-being.

978-0-393-65220-8 • Hardcover • 264 pages



# Pioneers of Psychology

A History • Fifth Edition



**Raymond E. Fancher**  
York University

**Alexandra Rutherford**  
York University

978-0-393-28354-9 / PAPERBACK  
768 PAGES / 2016

## Brings the history of psychology to life

*Pioneers of Psychology* tells the stories of the men and women who have shaped our understanding of what it means to be human. The authors illuminate major themes and controversies in psychology's history through carefully crafted stories of real people, their personal journeys, and their intellectual insights. The Fifth Edition includes three **NEW** chapters, which cover historiography, pre-1600 psychological ideas, and clinical psychology.

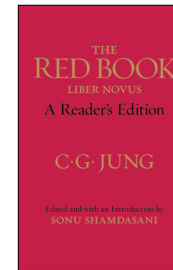
### A biographical approach

*Pioneers of Psychology* highlights the stories of individual scholars and scientists as they formulated their ideas in the context of their lives and times. These fascinating accounts let students “stand in the shoes” of influential figures, making those figures' contributions lively and memorable.

### Enhanced coverage of women and gender issues

The Fifth Edition offers substantial consideration of women pioneers and gender issues, such as Bärbel Inhelder's collaboration with Piaget and her independent contributions to our understanding of cognitive development.

**Resources:** [digital.wwnorton.com/pioneers5](https://digital.wwnorton.com/pioneers5)  
Test Bank, Chapter Activities, Presentation Tools (see p. 11)

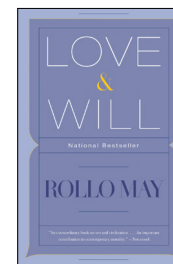


## The Red Book: A Reader's Edition

**C. G. Jung • Sonu Shamdasani, Editor and Translator**  
**John Peck, Translator • Mark Kyburz, Translator**

*The Red Book: A Reader's Edition* features Sonu Shamdasani's introductory essay and the full translation of Jung's vital work in one volume.

978-0-393-08908-0 • Hardcover • 600 pages



## Love & Will

**Rollo May**

The heart of humankind's dilemma, according to Rollo May, is the failure to understand the real meaning of love and will, their source and interrelation. Bringing fresh insight to these concepts, May shows how we can attain a deeper consciousness.

978-0-393-33005-2 • Paperback • 352 pages

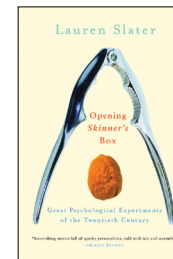


## Civilization and Its Discontents

**Sigmund Freud • Edited and translated by James Strachey**

Written in the decade before Freud's death, *Civilization and Its Discontents* has been praised, dissected, lambasted, interpreted, and reinterpreted. Of the various English translations of Freud's major works to appear in his lifetime, only Norton's Standard Edition was authorized by Freud.

978-0-393-30451-0 • Paperback • 192 pages • Not available in British Commonwealth



## Opening Skinner's Box

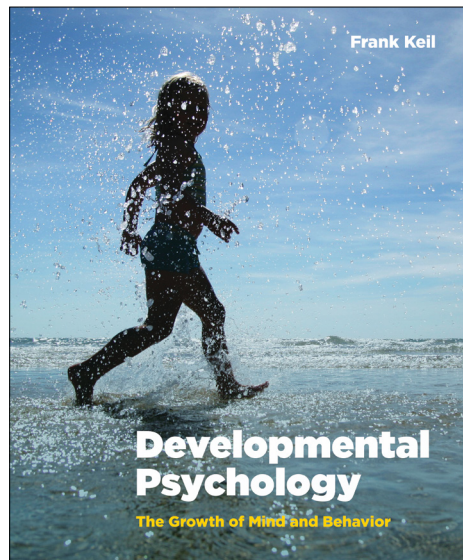
**Lauren Slater**

Through ten examples of ingenious experiments by some of psychology's most innovative thinkers, Lauren Slater traces the evolution of the century's most pressing concerns: free will, authoritarianism, conformity, and morality.

978-0-393-32655-0 • Paperback • 288 pages

# Developmental Psychology

## The Growth of Mind and Behavior



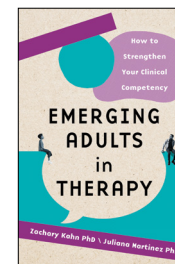
**Frank Keil**  
Yale University

978-0-393-97885-8 / **HARDCOVER**  
744 PAGES / 2013

### Clear, compelling, and authoritative

Frank Keil's *Developmental Psychology* presents his vision of how psychology should be taught and is based on nearly four decades of teaching a lecture course in developmental psychology and conducting developmental research. With a cohesive narrative, clear art program, and carefully crafted pedagogy, the book guides students through material that is as rich as it is intriguing. Keil's narrative reflects his passion for engaging students' intellectual curiosity with an analytical approach that explores the big questions, links theory with evidence, and treats developmental psychology as a science. *Developmental Psychology* invites readers to celebrate the beauty and understand the depth of psychological development.

**Resources:** **Ebook** (see p. 3), **Resources for Your LMS** (see p. 10), **Presentation Tools** (see p. 11), **Test Bank**, **Classroom Videos**, **Interactive Instructor's Guide**

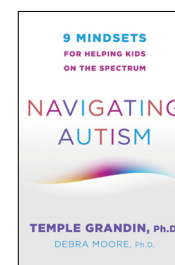


### Emerging Adults in Therapy

**Zachary Kahn • Juliana Martinez**

“Emerging adulthood” (EA) describes a developmental period between adolescence and adulthood, typically spanning ages 18 to 29. This book includes theoretical, sociocultural, and clinical essays on the psychology of today's young adults, focusing on the psychological impacts of the COVID-19 pandemic and the reckoning with racial injustice.

978-0-393-71498-2 • **Paperback** • 336 pages

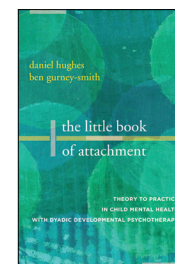


### Navigating Autism

**Temple Grandin • Debra Moore**

Temple Grandin shares personal experiences and anecdotes from parents and professionals who have sought her advice, while Debra Moore draws on more than three decades of work as a psychologist with kids on the autism spectrum and their families. Students will come away with new, empowering mindsets to help develop the full potential of every child.

978-0-393-71484-5 • **Paperback** • 384 pages

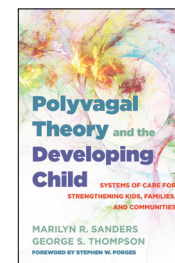


### The Little Book of Attachment

**Daniel Hughes • Ben Gurney-Smith**

This text uses dialogues from clinical work with parents and children to illustrate applications of attachment-based principles taken from Dyadic Developmental Psychotherapy. Topics include regulating emotional states; repairing ongoing relationships; establishing an attachment-based therapeutic relationship; and assessing the caregiver's need for safety, regulation, and reflection.

978-0-393-71435-7 • **Paperback** • 288 pages



### Polyvagal Theory and the Developing Child

**Marilyn R. Sanders • George S. Thompson**

In this powerful book, pediatrician and neonatologist Marilyn R. Sanders and child psychiatrist George S. Thompson offer readers both a meditation on caregiving and a call to action for physicians, educators, and mental health providers.

978-0-393-71428-9 • **Hardcover** • 336 pages



## The largest and oldest employee-owned publisher

The only independent and employee-owned college publisher, W. W. Norton & Company publishes course materials for the arts and sciences. Our reputation rests on partnering with the great scholars and teachers who author our textbooks and digital media; on expertly developing these materials through sustained collaboration between classroom instructors and Norton editors; and on pricing these materials transparently and affordably. When you choose Norton publications for your students, you can be confident of:

- our commitment to supporting your course goals through in-depth consultation;
- thoughtful cohesion across high-quality texts, digital media, and instructor resources;
- affordable format and access options that give you choice;
- and unmatched service to support your community of instructors, students, and institutional leaders.

W. W. Norton & Company has been independent since its founding in 1923, when William Warder Norton and Mary D. Herter Norton first published lectures delivered at the People's Institute, the adult education division of New York City's Cooper Union. The firm soon expanded its program beyond the Institute, publishing books by celebrated academics from America and abroad. By midcentury, the two major pillars of Norton's publishing program—trade books and college texts—were firmly established. In the 1950s the Norton family transferred control of the company to its employees, and today—with a staff of five hundred and hundreds of trade, college, and professional titles published each year—W. W. Norton & Company stands as the largest and oldest publishing house owned wholly by its employees.

## ORDERING AND CONTACT INFORMATION

[UKTEXTBOOKS@WWNORTON.COM](mailto:UKTEXTBOOKS@WWNORTON.COM)

### EXAMINATION COPY POLICY

Qualified instructors may request an examination or desk copy of most Norton books by visiting: [wwnorton.co.uk](http://wwnorton.co.uk) or emailing [UKtextbooks@wwnorton.com](mailto:UKtextbooks@wwnorton.com).

Please provide the following course information when making your request via email:

- Course name
- Start date
- Student numbers
- Current textbook/s used

### CONTACT INFORMATION

#### W. W. NORTON & COMPANY, LTD.

15 Carlisle Street, London, W1D 3BS  
Tel 020 7323 1579

### GET IN TOUCH WITH YOUR NORTON REPRESENTATIVE

#### United Kingdom, Europe, India, the Middle East, Africa

Email: [UKtextbooks@wwnorton.com](mailto:UKtextbooks@wwnorton.com)

#### Australia and New Zealand

Email: [custservice@wiley.com](mailto:custservice@wiley.com)

#### Japan

Email: [gfauveau@rockbook.net](mailto:gfauveau@rockbook.net)

#### Taiwan and Korea

Email: [angela@bkagency.com.tw](mailto:angela@bkagency.com.tw)

#### Hong Kong and Macau

Email: [sales@asiapubs.com.hk](mailto:sales@asiapubs.com.hk)

#### People's Republic of China

Email: [wzbooks@163.com](mailto:wzbooks@163.com)

#### Singapore, Malaysia, Brunei

Email: [infobooks@pansing.com](mailto:infobooks@pansing.com)

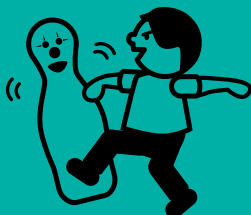
#### Mexico, South and Central America, the Caribbean

Email: [craigfalk@aya.yale.edu](mailto:craigfalk@aya.yale.edu)

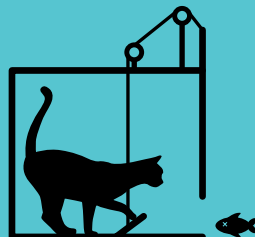
Image Credits: (cover) Icons by Leah Clark except the icon in second row, left: [istockphoto.com/Betelgejze](https://istockphoto.com/Betelgejze); (devices) [iStockPhoto.com/lvcandy](https://iStockPhoto.com/lvcandy)



Pavlov's  
Dog



Bandura's  
Bobo Doll



Thorndike's  
Puzzle Box



Gazzaniga's  
Split Brain



Invisible  
Gorilla



Mischel's  
Marshmallows



Skinner's  
Box



Maslow's Hierarchy  
of Needs



Harlow's  
Monkey



**W. W. NORTON & COMPANY, LTD.**

15 Carlisle Street

London

W1D 3BS