



Cognition: From Memory to Creativity

Robert W. Weisberg, Laretta M. Reeves

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From memory to creativity—a complete and current presentation of the field of cognition

The process of cognition allows us to function in life; it translates inputs from the world so we can recognize the sound of the alarm clock, remember the day of the week, and decide which clothes to wear.

Cognition: From Memory to Creativity provides readers with a clear, research-based, and well-illustrated presentation of the field, starting with memory—the most accessible starting point—to more complex functions and research in information processing. Authors Robert Weisberg and Laretta Reeves include the newest neurological findings that help us understand the human processes that allow for cognition.

Unique in its organization, *Cognition* incorporates both classical and modern research and provides demonstration experiments for students to conduct with simple materials.

Cognition explores:

- Models of memory and memory systems
- Encoding and retrieval
- Forgetting vs. false memory
- Visual cognition
- Attention and imagery
- Sounds, words, and meaning
- Logical thinking and decision making
- Problem solving and creative thinking

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