



Brain Resource Creation Department's

# Book Recommendations



simply  
neuroscience

# TITLE GOES HERE

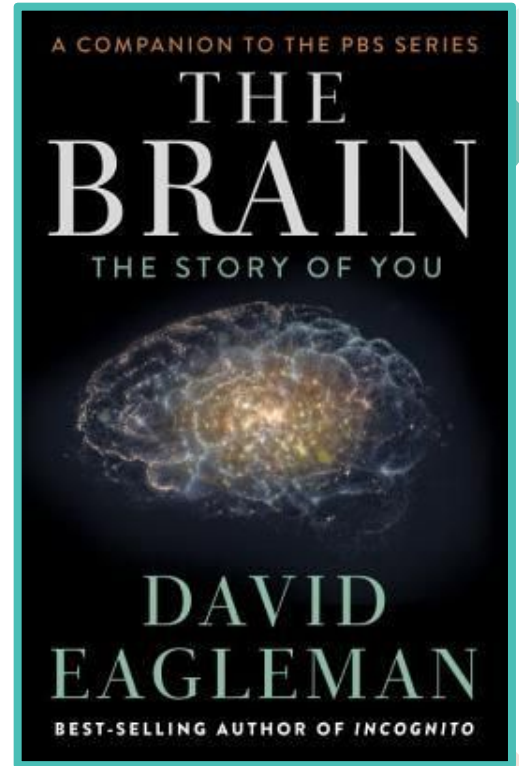
 Purchase on [PLATFORM]! (Add hyperlink here)

 Cost: [REPLACE WITH COST]

[DESCRIPTION goes here]

**John D.** from SN's BRC Dept. says...

"Add testimonial here!"



# Happy Brain

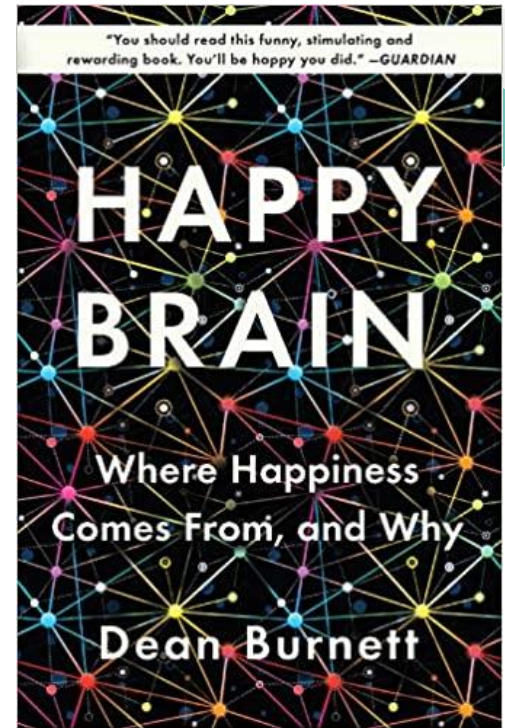
 [Purchase on Amazon!](#)

 Cost: \$8.99 (Kindle)

The pursuit of happiness is one of the most enduring quests of human life. But where does happiness come from, why do we need it, and what does it have to do with the brain? In this delightful sequel to *Idiot Brain*, Dean Burnett combines cutting-edge theories of the science of emotions with interviews and contributions pretty much everyone involved in bringing about happiness in others.

**Bishoy K.** from SN's BRC Dept. says...

"Add testimonial here!"



# The Paradox of Choice

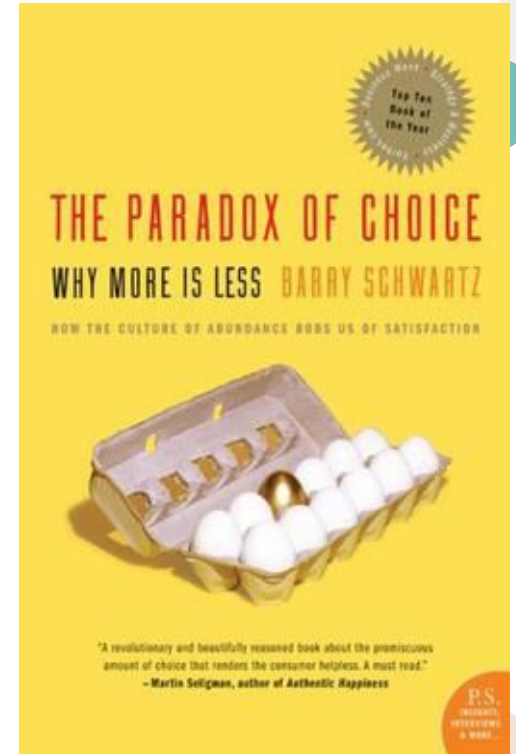
 [Purchase on Google Play Books](#)

 Cost: \$11.99 CAD (e-book edition)

In this book, psychologist Barry Schwartz looks into the psychology of decision making and how having too many choices can have a negative impact on our well-being. This book also covers strategies to help you make important decisions in your day-to-day life.


 **Sara E.** from SN's BRC Dept. says...

"I haven't gotten around to reading this book yet, but as someone who likes to always think things through before committing to a choice, this seems like a great addition to my library."

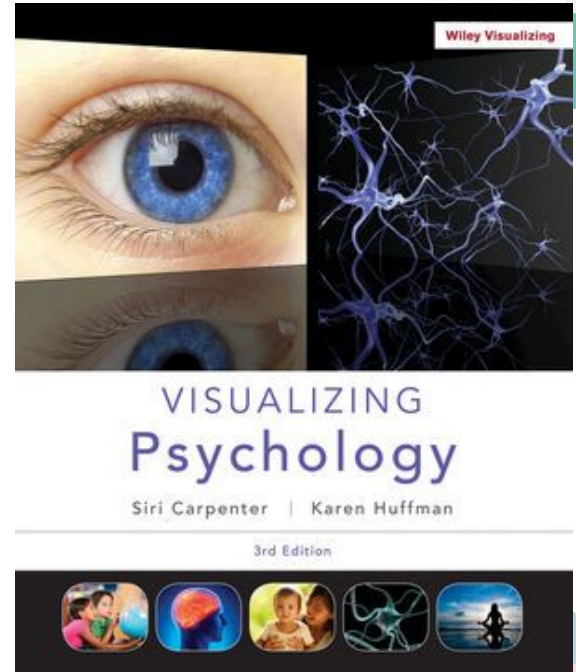


# Visualizing Psychology

 [Purchase on the publisher's website](#)

 **Cost:** Ranges from \$80-200 depending on the edition, but many used book sellers have it for under \$10!

This beginner-friendly textbook gives an overview to all the topics that fall under the realm of psychology and neuroscience. It's loaded with stunning visuals and explanations that are easy to follow along.



**Sara E.** from SN's BRC Dept. says...

I got this book at a book swap when I was in high school and it was my introduction to psychology. Although I'm about to complete my psychology minor in university, I still refer to it often to brush up on fundamental concepts or to explain things to my younger siblings.



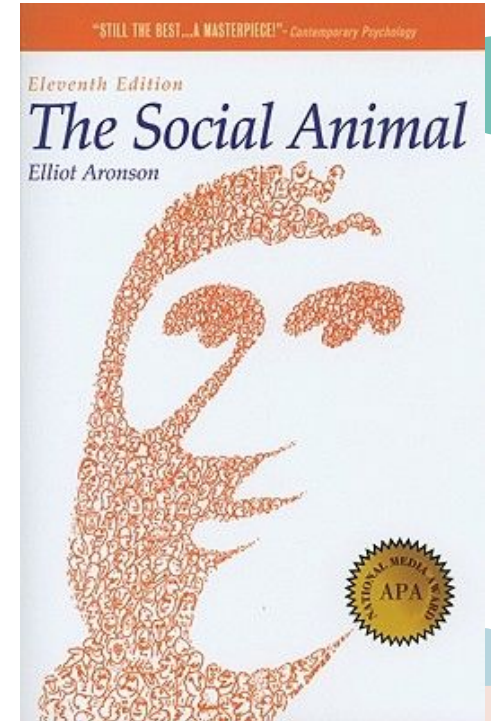
# Visualizing Psychology

 [Purchase on the publisher's website](#)

 **Cost:** \$36.99 (paperback, 12th edition)

- However, this book is a classic and you can get older editions for much less through used book sellers.

This book by Elliot Aronson is a social psychology classic! It analyzes many aspects of human behaviour and how brains interact with each other. Throughout the book, Aronson refers to case studies and controlled experiments to validate and clarify the points he raises.

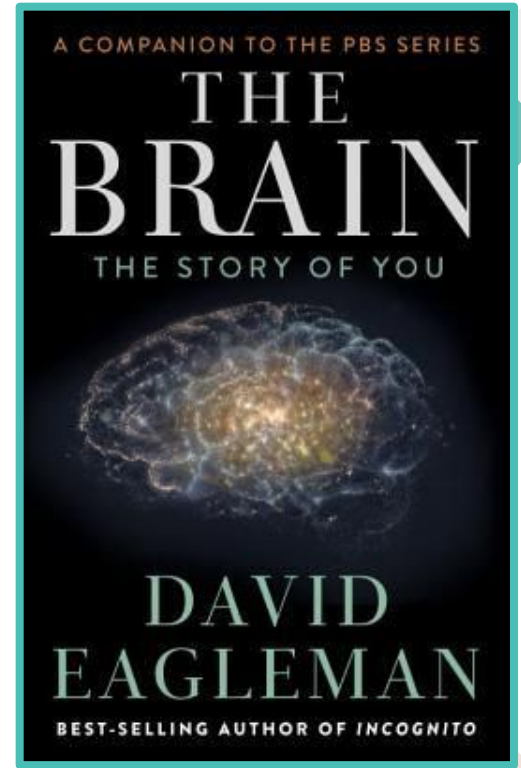


# The Brain, The Story of You

 [Purchase on Amazon!](#)

 Cost: £5.22 (ebook), £9.99 (paperback)

Join renowned neuroscientist David Eagleman on a whistle-stop tour of the inner cosmos. It's a journey that will take you into the world of extreme sports, criminal justice, genocide, brain surgery, robotics, and the search for immortality. On the way, amidst the infinitely dense tangle of brain cells and their trillions of connections, something emerges that you might not have expected to see: you.



**Vanessa H.** from SN's BRC Dept. says...

“I read this book prior to starting university and found it easily approachable and understandable. Each chapter relates to an episode of the TV series (really good!) which provides explanations and visuals for anything I didn't fully understand. I have since re-read it in my third year and realised how exciting and promising some of the research this book discusses is! Parts of it will truly blow your mind!”

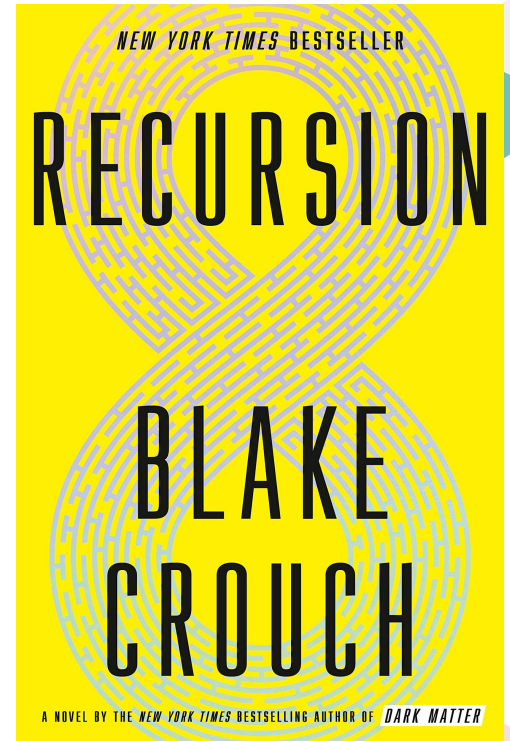


# Recursion

 [Purchase on Amazon!](#)

 Cost: £3.99 (ebook), £4.49 (paperback)

Reality is broken. At first, it looks like a disease. An epidemic that spreads through no known means, driving its victims mad with memories of a life they never lived. But the force that's sweeping the world is no pathogen. It's just the first shock wave, unleashed by a stunning discovery--and what's in jeopardy is not our minds but the very fabric of time itself.



 **Vanessa H..** from SN's BRC Dept. says...

This fiction book has a very exciting approach towards memory and how memory can be manipulated. A pretty confusing storyline throughout that will all come together towards the end in a way that will make you 'wow'. While more fiction than neuroscience, it does introduce memory and the possibilities associated with interfering with memories. Also, a smidge more exciting to read than a heavy non-fiction book!



# The Tale of the Dueling Neurosurgeons

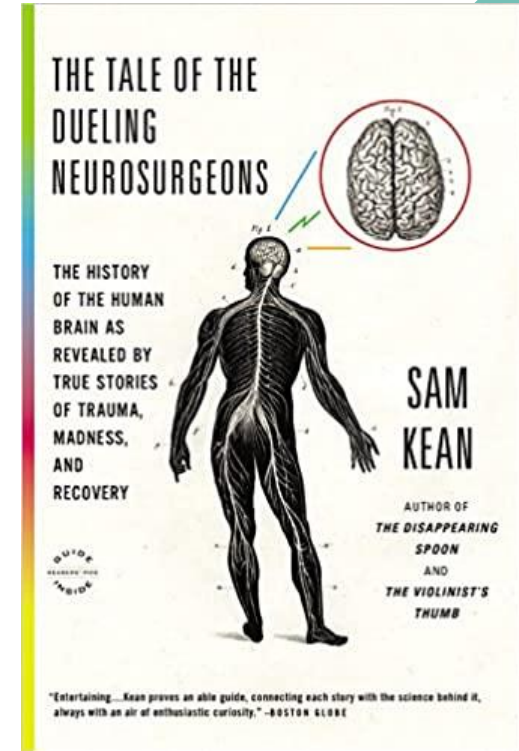
 [Purchase on Amazon!](#)

 Cost: \$11.99 E-book, \$17.99 paperback

Sam Kean travels through time with stories of neurological curiosities: phantom limbs, Siamese twin brains, viruses that eat patients' memories, blind people who see through their tongues. He weaves these narratives together with prose that makes the pages fly by, to create a story of discovery that reaches back to the 1500s and the high-profile jousting accident that inspired this book's title.

 **Elissa F.** from SN's BRC Dept. says...

“I listened to the audiobook before I knew anything about neuroscience and it was completely understandable. It is a great book for learning about all the interesting things the brain can do and some of the history of neuroscience!”



# Descartes' Error

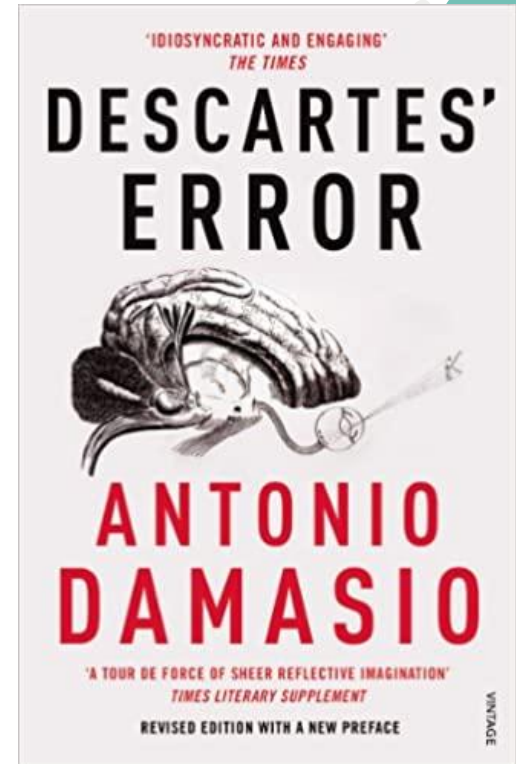
 [Purchase on Amazon!](#)

 Cost: \$12.49 paperback, \$4.99 E-book

This groundbreaking book by a leading neurologist concerns the brain science of emotion and its implications for decision-making in general and social behaviour in particular. Published in 1994, it continues to attract the attention of neuro-scientists, philosophers and the general public with its proposal that reasoning evolved as an extension of the automatic emotional system, and emotion plays multiple roles in the reasoning process.

 **Elissa F.** from SN's BRC Dept. says...

“I haven't read it yet but it seems like a very interesting book about how emotions dictate our decisions! It is a more advanced book in neuroscience but a beginner could definitely still read it, they just may have to look up some terms!”



# Influence: Science and Practice

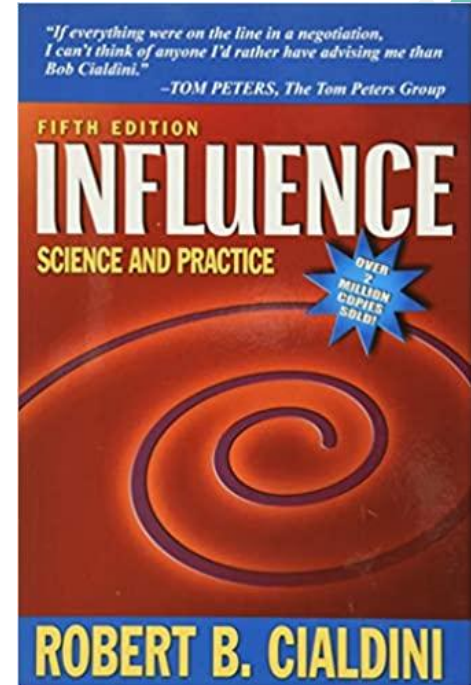
 Purchase on Amazon → [Influence: Science and Practice](#)

 **Cost:** Depends, but normally around \$20

Written in a narrative style combined with scholarly research, Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and in other positions inside organizations that commonly use compliance tactics to get us to say “yes.” Cialdini organizes compliance techniques into six categories based on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority, and scarcity.

 **Erin V.** from SN's BRC Dept. says...

“Cialdini does a fantastic job of combining his research and personal experiences to provide the reader with insight on persuasion, liking and loving, and so much more!”



# The Authoritarians

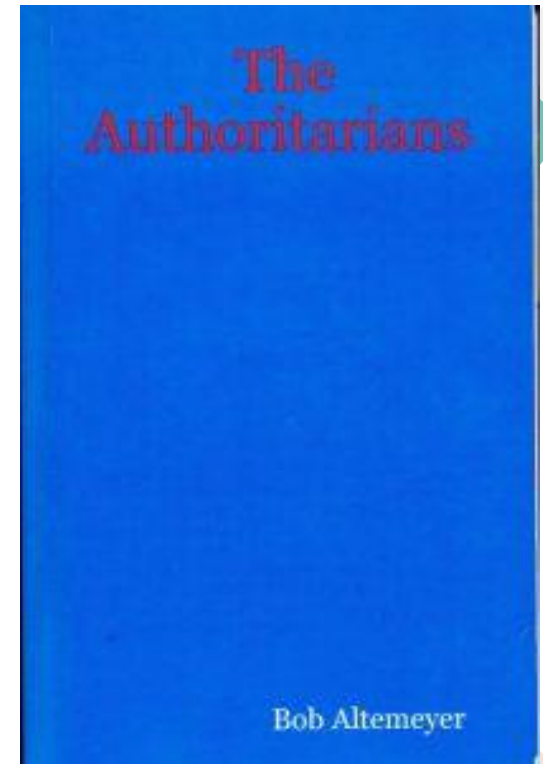
 Read on the book's website! [The Authoritarians](#)

 Cost: FREE!

Bob Altemeyer gives an easy to read analysis of the nature of authoritarianism and its current impact on American politics. He goes through the roots of authoritarianism and how the pretense of those qualities in society can be reduced.

**Erin V.** from SN's BRC Dept. says...

"The Authoritarians is a book that's more like a collection of content from a lifetime's worth of research. Altemeyer dives into everything a reader at any level would want to know about Authoritarianism; it's a lot like a one size fits all book. It's easy to read, packed with information, and even humorous at times. I think Altemeyer did a stupendous job summing up his research and this book is one of his marvelous contributions to society and the scientific community alike."



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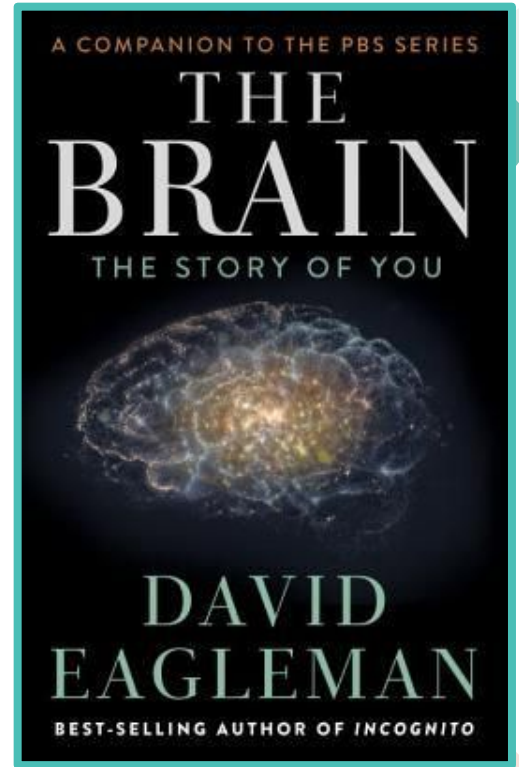
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 Cost: [REPLACE WITH COST]

[DESCRIPTION goes here]

**John D.** from SN's BRC Dept. says...

"Add testimonial here!"



# The Brain That Changes Itself: Stories of Personal Triumph from the Frontiers of Brain Science

 [Purchase on Amazon!](https://www.amazon.ca/Brain-That-Changes-Itself-Frontiers/dp/0143113100)

<https://www.amazon.ca/Brain-That-Changes-Itself-Frontiers/dp/0143113100>

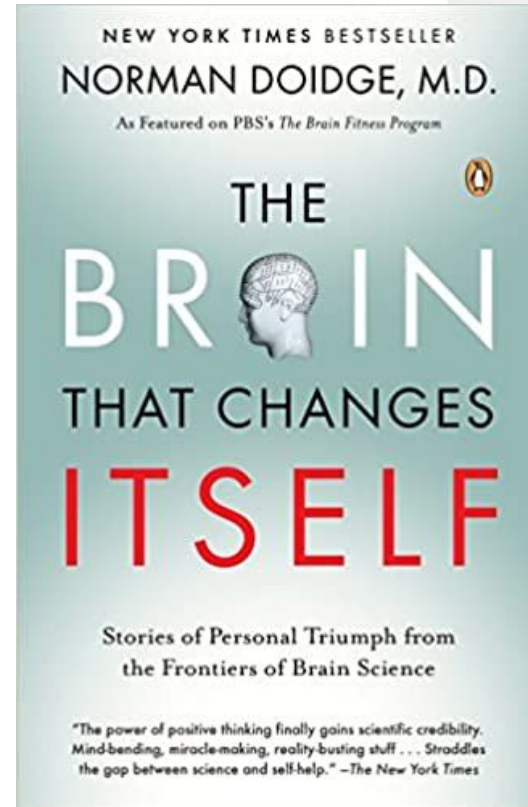
 **Cost:** [CDN\$ 23.76 for Paperback]

In this revolutionary look at the brain, psychiatrist and psychoanalyst Norman Doidge, M.D., provides an introduction to both the brilliant scientists championing neuroplasticity and the people whose lives they've transformed. From stroke patients learning to speak again to the remarkable case of a woman born with half a brain that rewires itself to work as a whole.



**Brittany A.** from SN's BRC Dept. says...

"This is a book that is hard to put down, 10/10 for people interested in brain function and how neuroscience changes lives!"



# Human: The Science Behind What Makes Your Brain Unique

 [Purchase on Amazon!](https://www.amazon.ca/Human-Science-Behind-Makes-Unique/dp/0060892897/ref=zg_bs_948766_6?encoding=UTF8&psc=1&refRID=W3SGYEX6X4R1AAQR2MX9)

[https://www.amazon.ca/Human-Science-Behind-Makes-Unique/dp/0060892897/ref=zg\\_bs\\_948766\\_6?encoding=UTF8&psc=1&refRID=W3SGYEX6X4R1AAQR2MX9](https://www.amazon.ca/Human-Science-Behind-Makes-Unique/dp/0060892897/ref=zg_bs_948766_6?encoding=UTF8&psc=1&refRID=W3SGYEX6X4R1AAQR2MX9)

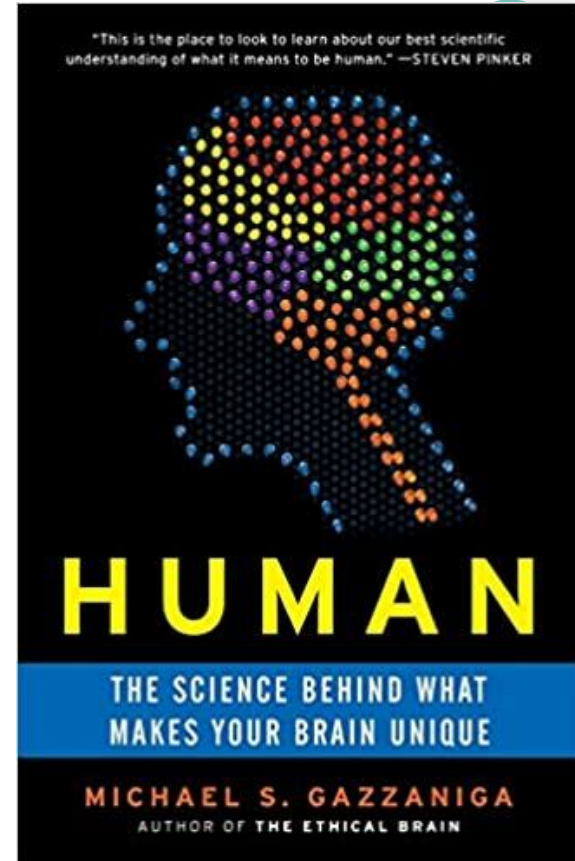
 **Cost:** [CDN\$ 20.79 for Paperback]

In his accessible style, Michael Gazzaniga pinpoints the change that made us thinking, sentient humans different from our predecessors. He explores what makes human brains special, the importance of language and art in defining the human condition, the nature of human consciousness, and even artificial intelligence.

**Brittany A.** from SN's BRC Dept.

says...


“A truly interesting read that anyone interested in why individuals are individuals will enjoy!”



# 30-Second Brain: The 50 most mind-blowing ideas in neuroscience, each explained in half a minute

 [Purchase on Amazon!](https://www.amazon.ca/Human-Science-Behind-Makes-Unique/dp/0060892897/ref=zg_bs_948766_6?encoding=UTF8&psc=1&refRID=W3SGYEX6X4R1AAQR2MX9)

[https://www.amazon.ca/Human-Science-Behind-Makes-Unique/dp/0060892897/ref=zg\\_bs\\_948766\\_6?encoding=UTF8&psc=1&refRID=W3SGYEX6X4R1AAQR2MX9](https://www.amazon.ca/Human-Science-Behind-Makes-Unique/dp/0060892897/ref=zg_bs_948766_6?encoding=UTF8&psc=1&refRID=W3SGYEX6X4R1AAQR2MX9)

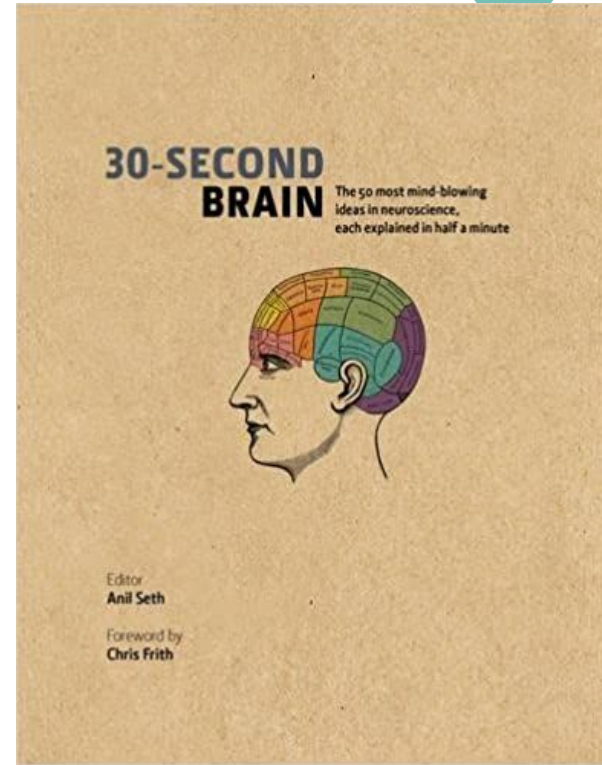
 **Cost:** [CDN\$ 22.86 for Paperback]

This novel covers 50 pivotal themes in the development of our knowledge of the brain. These range from its anatomical structure – down to nerve cells and the neurotransmitters that convey messages between them, through the theories and techniques that underpin our current understanding of the brain. Then goes on to juicier aspects to do with the brain in action: perception, for instance, and that elusive state, consciousness.

**Brittany A.** from SN's BRC Dept.

says...

This novel gives a lot of knowledge in a concise and easy to understand format, recommend for those with less time to read.





# *Into the Gray Zone: A Neuroscientist Explores the Border Between Life and Death*

 [Purchase on Amazon!](https://www.amazon.ca/Brain-That-Changes-Itself-Frontiers/dp/0143113100)

<https://www.amazon.ca/Brain-That-Changes-Itself-Frontiers/dp/0143113100>

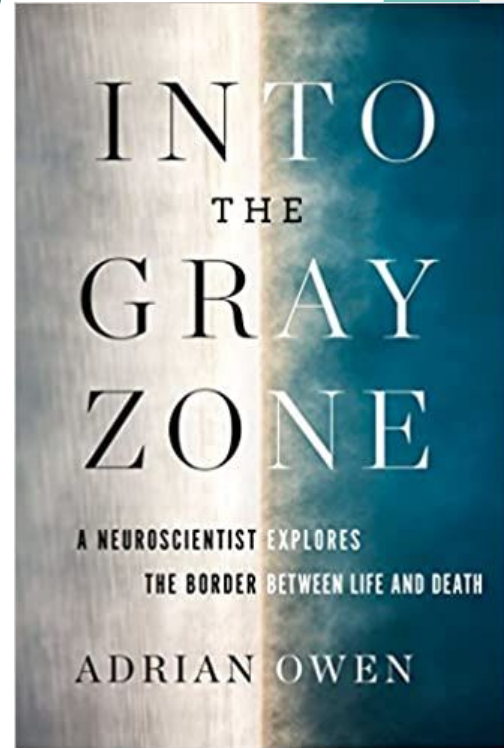
 **Cost:** [CDN\$ 22.61 for Paperback]

In this startling and thought-provoking book, which will remind readers of works by Oliver Sacks and Atul Gawande, a world-renowned neuroscientist reveals his controversial, groundbreaking work with patients whose brains were previously thought vegetative or non-responsive but turn out—in up to 20 percent of cases—to be vibrantly alive, existing in the “Gray Zone.”.

**Brittany A.** from SN's BRC Dept.

says...

This a book I recommend highly for anyone who is alive, especially good for anyone looking to get into medical neuroscience.



# Grit: The Power of Passion and Perseverance



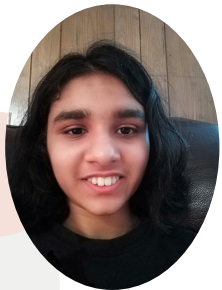
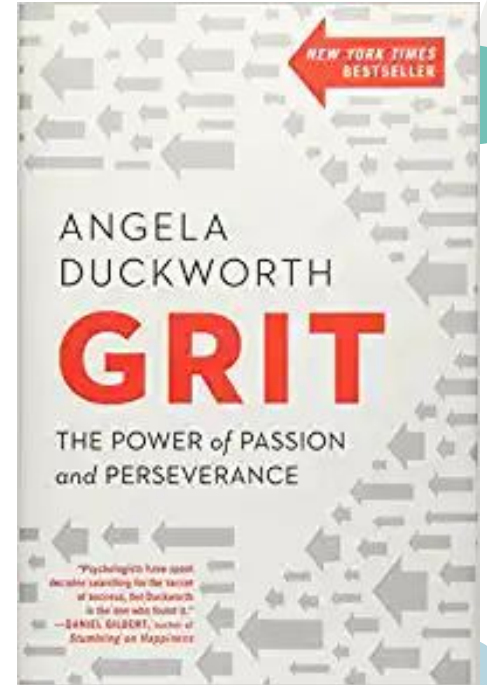
Purchase on Amazon!

(<https://www.amazon.com/Grit-Passion-Perseverance-Angela-Duckworth/dp/1501111108>)



Cost: \$20.20 / 16.60 euro

Grit has two components: passion and perseverance. Passion means having enduring interest in the job you are doing. Perseverance means being persistent and never giving up. In the book, Duckworth shows how grit is important in understanding the psychology of achievement.



**Prakrati Kadekar.** from SN's BRC  
Dept. says...

I loved this book! It showed the various experiments Duckworth has done in her career about exploring the world of grit while sharing her personal stories.

# The Man Who Mistook His Wife for a Hat



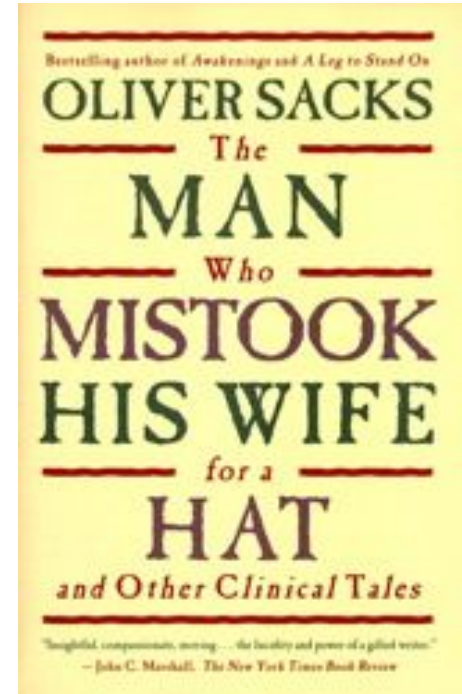
Purchase on Amazon!

(<https://www.amazon.com/Man-Who-Mistook-His-Wife/dp/1491514078>)



Cost: \$20.20 / 16.60 euro

Divided into four parts, each of which consists of a series of brief case studies centered around some aspect of neurology, the field of science that deals with the nervous system. The first story starts off with the story on the title of the book. P, a music teacher, whose associates have questioned his perception, is referred by his ophthalmologist to the neurologist Oliver Sacks. During the first office visit, Sacks notices that P. faces him with his ears, not his eyes. His gaze seems unnatural, darting and fixating on the doctor's features one at a time. At the end of the interview, at which his wife is present, P. appears to grasp his wife's head



**Prakrati Kadekar** from SN's BRC Dept. says...

"Some of the stories are serious while others are comedic - there is a story in this book that is for everyone."



# *Incognito: The Secret Lives of the Brain*

 [Purchase on Google Books!](#)

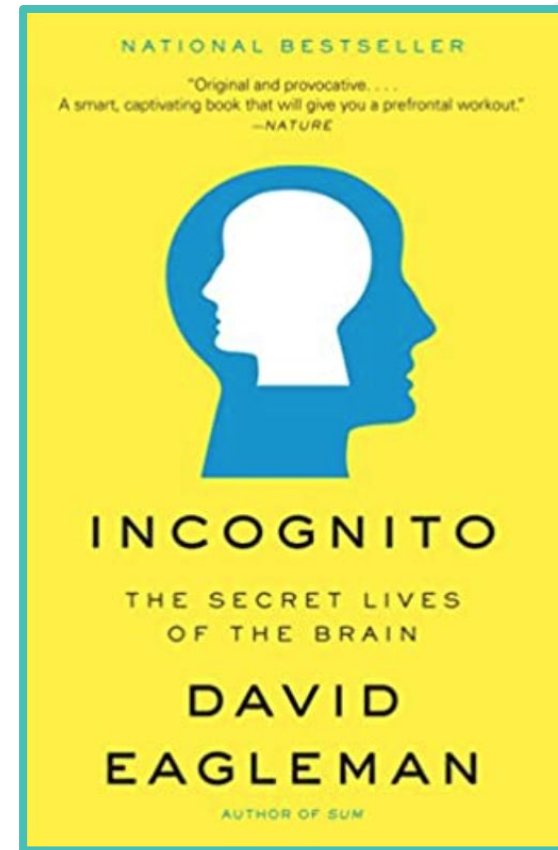
 **Cost: \$14 CAD (ebook)**

In this sparkling and provocative book, renowned neuroscientist David Eagleman navigates the depths of the subconscious brain to illuminate its surprising mysteries. Why can your foot move halfway to the brake pedal before you become consciously aware of danger ahead? Is there a true Mel Gibson? How is your brain like a conflicted democracy engaged in civil war? What do Odysseus and the subprime mortgage meltdown have in common? Why are people whose names begin with J more like to marry other people whose names begin with J? And why is it so difficult to keep a secret?

Taking in brain damage, plane spotting, dating, drugs, beauty, infidelity, synesthesia, criminal law, artificial intelligence, and visual illusions, *Incognito* is a thrilling subsurface exploration of the mind and all its contradictions.

 **Ruqayyah A.** from SN's BRC Dept. says...

"I personally have not read it but it is definitely on my list! It sounds so cool to know why and how our human bodies react to danger. Everyone knows of the fight or flight response but wouldn't it be amazing to know how our bodies are prompted into that state? Definitely sounds like a great read!"



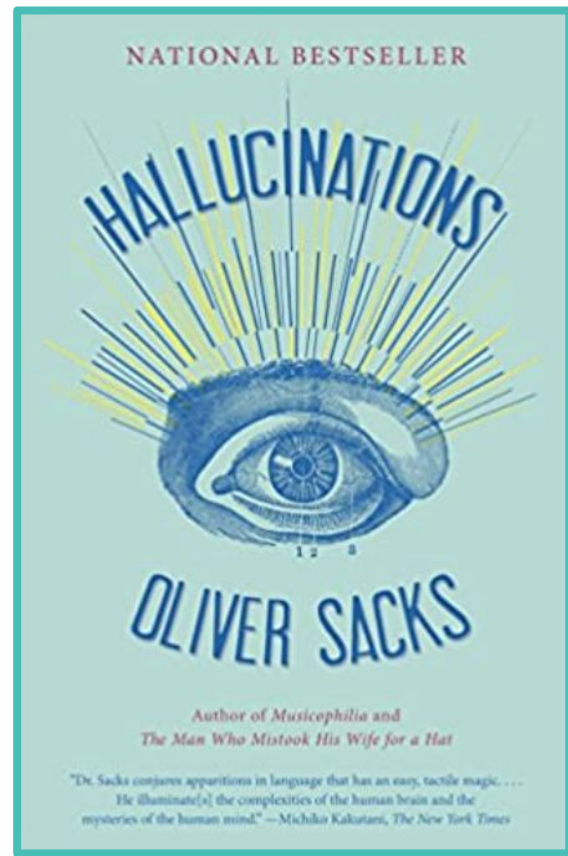
# Hallucinations

 [Purchase on Google Books!](#)

 **Cost: \$13 CAD (ebook)**

To many people, hallucinations imply madness, but in fact they are a common part of the human experience. These sensory distortions range from the shimmering zigzags of a visual migraine to powerful visions brought on by fever, injuries, drugs, sensory deprivation, exhaustion, or even grief. Hallucinations doubtless lie behind many mythological traditions, literary inventions, and religious epiphanies.

Drawing on his own experiences, a wealth of clinical cases from among his patients, and famous historical examples ranging from Dostoevsky to Lewis Carroll, the legendary neurologist Oliver Sacks investigates the mystery of these sensory deceptions: what they say about the working of our brains, how they have influenced our folklore and culture, and why the potential for hallucination is present in us all.



 **Ruqayyah A.** from SN's BRC Dept. says...

“I wish I would've found this book sooner because from the synopsis and the cover itself it looks like such a good read! Especially after watching the “Cecil Hotel” series on Netflix, I'm definitely intrigued to learn more about hallucinations and what causes them. It's a bestseller for a reason!”

# Hallucinations

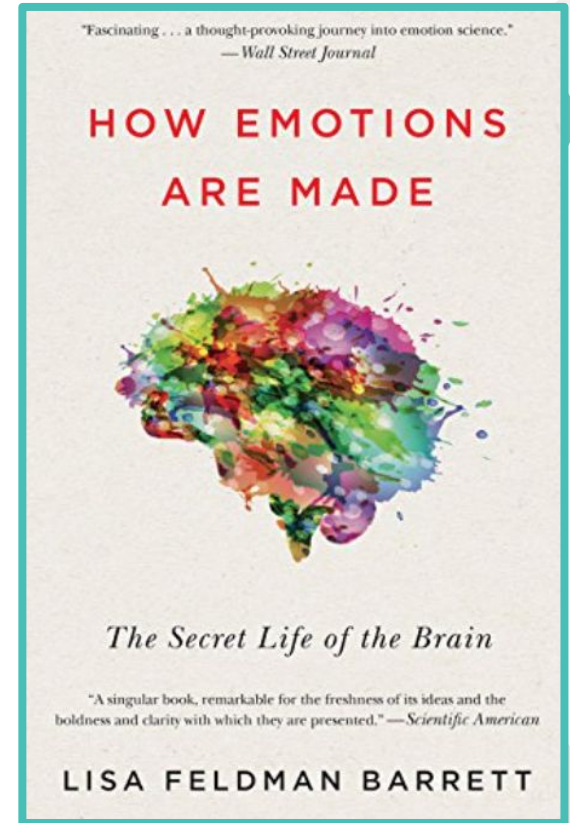
 [Purchase on Google Books!](#)

 **Cost: \$10.64 CAD (ebook)**

Why do emotions feel automatic? Does rational thought really control emotion? How does emotion affect disease? How can you make your children more emotionally intelligent? How Emotions Are Made answers these questions and many more, revealing the latest research and intriguing practical applications of the new science of emotion, mind, and brain. Her research overturns the widely held belief that emotions are housed in different parts of the brain and are universally expressed and recognized. Instead, she has shown that emotion is constructed in the moment, by core systems that interact across the whole brain, aided by a lifetime of learning. This new theory means that you play a much greater role in your emotional life than you ever thought. Its repercussions are already shaking the foundations not only of psychology but also of medicine, the legal system, child-rearing, meditation, and even airport security.

 **Ruqayyah A.** from SN's BRC Dept. says...

“I would love to learn more about my emotions and the significance emotions play into our day-to-day lives. If this book is anything like the Secret Life of Pets then I'm ready to learn more on “The Secret life of the Brain”. Is it really how movies present the brain with Joy, Anger, Sadness, Disgust and Fear or is there more to it?”



# BRAIN FOOD

 [Purchase on Amazon!](#)

 **Cost: \$15.69 USD (Paperback)**

“Like our bodies, our brains have very specific food requirements. And in this eye-opening book from an author who is both a neuroscientist and a certified integrative nutritionist, we learn what should be on our menu.

Busting through advice based on pseudoscience, Dr. Mosconi provides recommendations for a complete food plan, while calling out noteworthy surprises, including why that paleo diet you are following may not be ideal, why avoiding gluten may be a terrible mistake, and how simply getting enough water can dramatically improve alertness.

*Brain Food* will appeal to anyone looking to improve memory, prevent cognitive decline, eliminate brain fog, lift depression, or just sharpen their edge.”



**Trisha B.** from SN's BRC Dept. says...

“I have not read this book yet, but this is an amazing introduction to busting the myths about special diets that pervade our minds! An eye-opener for sure!!”

## BRAIN FOOD



*The* **SURPRISING SCIENCE** of  
**EATING** for **COGNITIVE POWER**

Lisa Mosconi, PhD

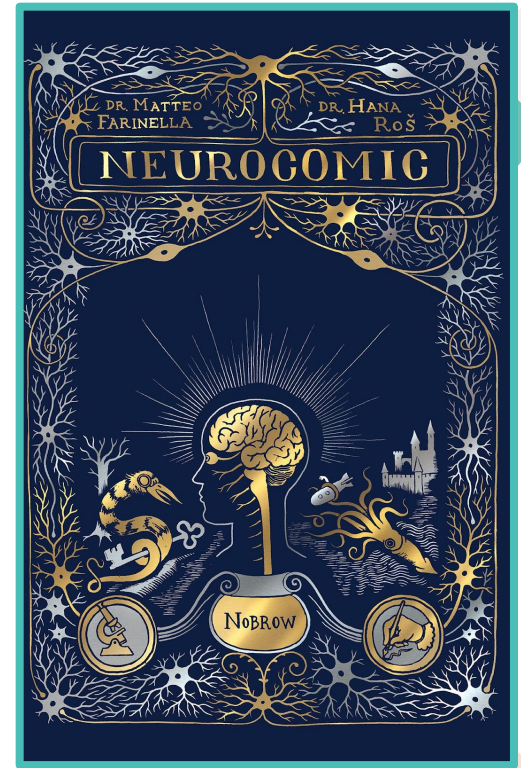
ASSOCIATE DIRECTOR, ALZHEIMER'S PREVENTION CLINIC  
WEILL CORNELL MEDICAL COLLEGE, NEW YORK

# Neurocomic: A Comic About the Brain

 [Purchase on Indigo Books and Music!](#)

 Cost: \$24.95 CAD

Neurocomic is a journey through the human brain: a place of neuron forests, memory caves, and castles of deception. Along the way, you'll encounter Boschean beasts, giant squid, guitar-playing sea slugs, and the great pioneers of neuroscience. Hana Ros and Matteo Farinella provide an insight into the most complex thing in the universe.



 **Caitlin S.** from SN's BRC Dept. says...

“I have not read this book, but I have heard that it is an amazing introduction into the world of neuroscience! Though it is a fictional story, the scientific concepts are represented well through the exciting and colourful metaphors.

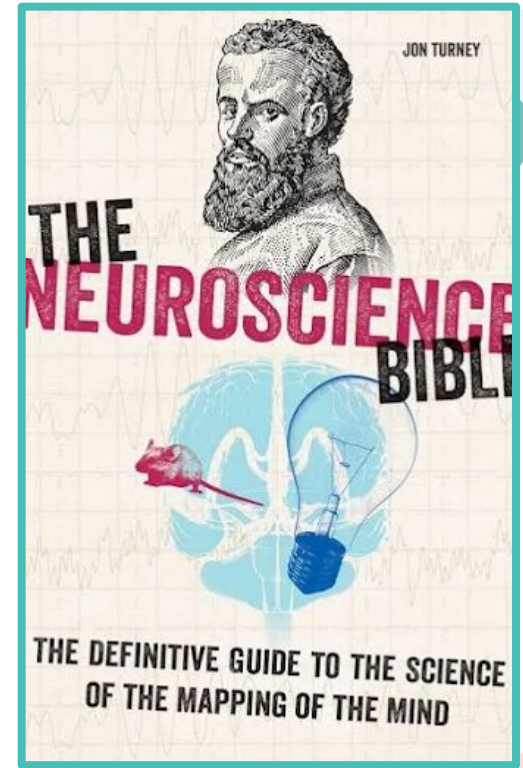


# *The Neuroscience Bible: The Definitive Guide to the Science of the Mapping of the Mind*

 [Purchase on Indigo Books and Music!](#)

 Cost: \$19.46 CAD

The term "mind mapping" has been used in various contexts over time, however this book, *The Neuroscience Bible*, is strictly about the human brain as a vital organ and how it controls the nervous system and thus our life. It is a crash-course in the latest scientific knowledge of the workings of the brain and the nervous system it controls. The most elusive concepts, such as memory and addiction and the difference between the brain and the mind, are broken down into easily understandable bite-sized pieces.



**Caitlin S.** from SN's BRC Dept. says...

“This book is on my list to read! I have read book reviews praising Turney’s ability to explain tricky, real-world neuroscience applications in an accessible manner for beginners.

