## **CONTENTS**

PREFACE					
CRITICAL CENTERS OF BRAIN FUNCTION					
INTRODUCTION					
EXECUTIVE & SOCIAL FUNCTION1					
5	What part of your brain causes you to respond as a unique individual?	31 33	How to make yourself feel happier without drugs The night a middle-aged man		
13	Your right frontal lobe registers negative emotions: how that	37	tackled his bureau in his sleep How self-conscious are you?		
19	fact can be useful to you How to read deceit: false	41	If you're immoral and lazy, you may not be able to blame		
23	smiles and happy smiles How odor influences a	49	your parents "Show me the child at		
27	woman's mate selection A type of logic puzzle that		seven a genetic clue to personality"		
	often applies to real-life situations	55	Physical exercise helps the brain grow		
<b>MEMORY FUNCTION</b>					
63	"Your memory" is, in fact, many processes that occur in	93	Why are stories easier to recall than lists?		
67	different parts of the brain Imagine a memory-enhancing drug that would make you	98 105	A little stress helps memory, but too much destroys it		
	remember <i>everything</i> the first time it happens		"Now where did I put my Prozac?"		
73	You can still use some kinds of knowledge even if you don't know you have them	107	Can challenging mental activity throughout life forestall age-related cognitive decline?		
77 79	A major cause of forgetting What your eyes reveal about	113	As they age, most people tend to notice problems with their		
	how hard you're thinking: LEMs and pupil size	120	"working" memory Normal decline of very short-		
81	If you want to remember complex data, visualize it —	120	term memory shows up in some tests of older people		
89	geniuses do Giving your undivided	123	New hope for those at risk for Alzheimer's: stem cell therapy		
	attention helps you think, remember, and react effectively		and vaccines		
EMOTIONAL FUNCTION					
131	It's cheaper than gin		Could you make a life or death		
	How to feel teal: color and mood		decision based on someone's facial expression?		
137	Self-illusions are good for you	147	"Watch two Marx brothers		

**143** How the brain recognizes fear

movies and call me in the morning"

- **150** Are you phlegmatic? . . . doing, and not doing, while Would you choose to be more we sleep? sanguine if it were as easy as **175** Verbalizing unpleasant taking an aspirin? experiences helps physical **163** Why are women more health affected by seasonal 179 Why are you not surprised fluctuations in day length? **167** What is the brain so busy LANGUAGE FUNCTION **187** Injuries help to map the brain's language regions produce recognizable words in the language spoken **191** A new approach to treating around him dyslexia **211** The critical window of **196** Women are more opportunity . . . closes at linguistically "balanced" puberty than men **215** The forbidden experiment **203** How a child begins to speak a **219** The tragic case of "Genie" complex language before it can even put on its socks from L.A. 224 New technology for testing **207** Educating babies theories about language **209** Around the turn of the first processing MATH FUNCTION .... **247** The genius who thought in number skills? pictures but expressed his ideas in math 237 "Idiot" savants **251** The magical number 7: How **239** Brain-changing nutrition and it limits us. and how we can the "post-lunch dip" overcome it problem-solving ability ry es: ng: ep 9 2
  - that your immune responses and brain are linked together?

year, the infant . . . begins to

- - **233** Are human infants born with

  - **243** Lack of sleep . . . reduces

259	Seeing both the forest and the trees: Different parts of the brain are specialized for		lessens memory deficits associated with aging and Alzheimer's
2/2	different visual tasks	275	Which way do we go? A sto
263	Facial recognition depends on visual-spatial processing by the right side of your brain— but that's not all	279	of two different strategies "Blindsight," a surprising finding, and other curiositic the riddle of consciousness
	A gene for visual-spatial ability Nicotine improves spatial	283	Seeing without understandi visual object agnosia
	memory, learning, and information processing. Some research suggests that it	286	A circadian rhythm and sunlight tell us when to slee
SOL IND	UTIONS EX		