



Sensation and Perception

E. Bruce Goldstein

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Long regarded as the gold standard in sensation and perception texts, E. Bruce Goldstein's **SENSATION AND PERCEPTION** has helped more than 100,000 students make the connection between perception and physiology. Goldstein has crafted an easier-to-understand, and more student-friendly book, without sacrificing the text's comprehensive examination of sensation and perception. Goldstein takes readers on an intriguing journey through their senses, and chronicles scientists' efforts to understand the fascinating behind the scenes activity that allows us to perceive. With balanced coverage of all senses, this book offers an integrated examination of how the senses work together. Goldstein shows readers how seemingly simple experiences are actually extremely complex mechanisms and examines both the psychophysical and physiological underpinnings of perception. All material is presented in a way students find interesting and easy to follow. The book's visually dynamic presentation includes numerous color plates that are presented as visual topic essays. In addition, more than 50 hands-on demonstrations illustrate perceptual experiences. All are simple enough for students to do and are seamlessly integrated into the flow of the text.

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