



Introducing Psychology: Brain, Person, Group

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For introductory psychology courses at two-year and four-year institutions. This innovative, 13-chapter text examines psychological issues from the levels of the brain, person, and group (social world) to help students actively apply psychology to their lives. Offered in digital format or on-demand custom format. Through their own research, clinical work, and experiences as teachers, Stephen Kosslyn and Robin Rosenberg have found that exploring psychology from multiple perspectives further enhances learning. Examining psychological concepts from the levels of the brain (biological factors), the person (beliefs, desires, and feelings), and the group (social, cultural, and environmental factors) -- and by considering how events at these levels interact -- helps students organize and integrate topics within and across chapters and actively apply psychology to their lives.

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