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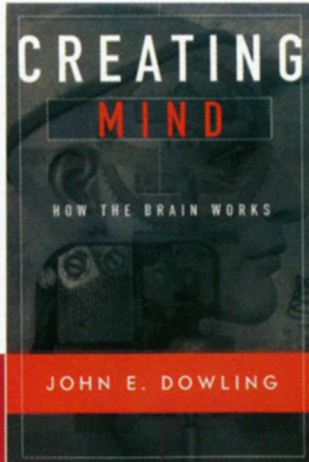
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W.W. Norton, 1998, 212 pages, 6 1/4" x 9 3/4", hardcover, \$24.95

What makes people unique among all creatures is the human brain. Consciousness, perception, emotion, memory, learning, and intelligence all originate in and depend on the brain. Over the past century, our understanding has raced forward to reveal many of the mechanisms by which the brain creates mind and consciousness.

In this brief introduction to the brain, neuroscientist John Dowling conveys to the general reader the essence and vitality of the field of neuroscience—the progress we are making in understanding how brains work and some strategies for studying brain function. Dowling often relates the exciting discoveries of neuroscience to specific examples of brain phenomena such as disease, mental illness, aging, or brain injury. He demonstrates how these alterations in brain function cast light on normalcy and describes some of the therapies enabled by our understanding of the brain.

The first half of *Creating Mind* provides the nuts and bolts necessary for an up-to-date understanding of the brain. The remainder of the book examines aspects of brain function—vision, perception, language, memory, emotion, and consciousness—directly relevant to how the brain creates mind.

This beautifully illustrated and lucid introduction to the brain and mind elegantly reveals the beauty of the organ that makes us uniquely human and the power of modern neuroscience to explore it.

—from W.W. Norton

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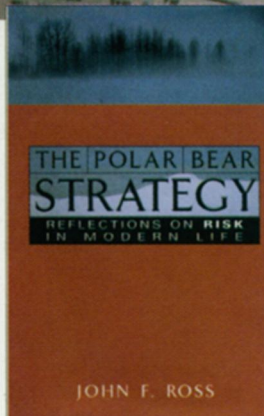
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In this entertaining and enlightening look at risk in the modern age, John F. Ross argues that the burgeoning science of risk assessment has given us powerful new tools for coping in a complex world, if only we could speak the language. Ross examines the building blocks of this new language and helps us identify and relinquish long-held, often pre-set, biological and psychological responses to risk. Once you start looking at your own world using these tools, it will never look the same.



We used to think about risk only in terms of physically challenging situations, such as climbing mountains or driving fast, but the term "risk" has evolved to mean far more. Ross takes us on an expedition to the high Arctic where he and some friends grapple with the odds of confronting a polar bear. He dips into experiments conducted in the early 1900s by the founder of the FDA, who poisoned young men with boric acid so he could monitor their response. Ross tells us about killer waves in Norway, computer modeling of earthquakes, how radiation from our loved ones' bones zap the cells in our own bodies, and he explores the odds of a person making it through his or her morning alive.

The Polar Bear Strategy is a primer for living safely in the 21st century. With vivid stories and compelling science gives us concrete steps for effectively managing risk. —from Perseus



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