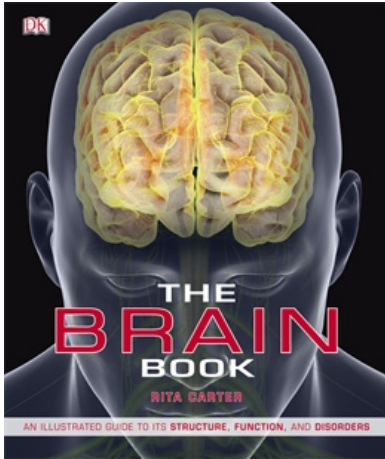


PRESS RELEASE

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The Brain Book

by Rita Carter

An illustrated guide to its structure, function and disorders

Published: 28th September 2009

Price: £25.00

With more than eleven million people around the world visiting **Bodies: The Exhibition** and the popularity of programmes such as **The Mentalist** and **CSI**, it is apparent that we are obsessed with understanding how our bodies and minds work, and what happens when they don't...

The Brain Book is the ultimate guide to the organ that forms the nerve centre of every individual. Combining unique computer-generated 3-D images, stunning graphics, and clear explanatory text, this groundbreaking reference book reveals the intricacy and wonder of the human brain in unprecedented detail. This is the first completely accessible and fully illustrated family reference book to explore every aspect of the human brain.

Every aspect of the brain's structure is examined – taking you through each part of this remarkable organ from cortex to cell, and revealing its anatomy in clear, illustrated detail as never before. Stunning 3-D illustrations show the brain from every angle and even “explode” it so that you can view every element in its make-up. A comprehensive brain atlas explores its structure layer by layer, revealing its inner workings in brilliant colour.

Controversial subjects covered in the book include:

- The role of the brain in obesity & eating disorders
- The use of brain implants to reverse symptoms of depression, anxiety & OCD
- The question of freewill
- The role of the brain in financial decision making
- The recent research into mirror neurons and their teachings about how we learn

Also covered are a range of classic subjects:

- The meaning of dreams
- The significance and meaning of body language

*****The book contains a wealth of angles for features and Rita Carter is also available for interview and as a spokesperson for a wide range of human issues. She is an expert in breaking down the complexities of the subject so the material is easy understood by all*****

For further information, and to request a review copy, please contact Kate Watson on 020 7010 4345 or via email: kate.watson@uk.dk.com or Alexandra Fairman on 020 7010 3593 or via email:

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PTO...

Did you know...

- **Imaging studies have shown that a mother's instinct to bond with her baby appears to be built into the brain. When a woman sees a picture of her own baby smiling, it triggers strong activity in the dopamine reward system of her brain.**
- **In a recent MRI study, adults and teenagers' brains were monitored to see how they responded to a series of pictures. When shown an image of a person expressing fear, all the adult volunteers identified the emotion correctly, but many of the teenagers saw a different emotion, such as shock or anger. Teenagers were found to be using a different part of their brain from the adults when processing emotional information.**
- **Babies are born with 100 billion neurons – the same number as an adult.**

About the author

Rita Carter is a science and medical writer, and contributes to many national magazines and newspapers. She has twice been awarded Britain's Medical Journalists' Association prize for Outstanding Contribution to Medical Journalism.

She has written several books, including *Mapping the Mind, Consciousness* (both Weidenfeld & Nicolson), and *Multiplicity: the New Science of Personality* (Little, Brown), which have sold internationally. *Mapping the Mind* was shortlisted for the Rhone-Poulenc Prize (now the Royal Society Prize for Science Books). Rita also talks about the brain, consciousness, and behaviour to a wide range of groups at seminars, conferences, and workshops in the UK and abroad.



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