



Sex, Lies and Videogames – The new *Rough Guide to the Brain*, has them all

From axons to Artificial Intelligence, *The Rough Guide to The Brain* takes you on an all-in tour of our very own grey-matter. Along the way we get to learn about the brain's different modes for lust, romantic love and long-term commitment, test our ability to spot a fake smile, and wonder at the power of a videogame to overcome pain.

Guaranteed to get you thinking, this book is the first to bring together all the diverse aspects of the brain, from why we have one to how it functions (and what happens when it doesn't), from memory to mental illness, from consciousness to the future of the brain, they are all here:

- **Brain story** How the human brain evolved over millions of years and how it differs from those of other animals
- **Fragile brains** The impact of head injury, brain disorders, autism, phobias and the aging process
- **The unexplained brain** From the power of positive thinking in pain relief to hypnosis and extrasensory perception
- **Future brains** Has the brain stopped evolving? Will we ever manage to create an artificial brain?

Applying the characteristic Rough Guides approach to unravelling the mysteries of the mind, *The Rough Guide to The Brain* will enlighten, entertain and challenge.

"Anatomically speaking, the brain is nothing more than a collection of interconnected nerve cells, a coordinating hub for our body's electrical system. Yet these 1.4 kilograms of wrinkled grey-white matter hold the key to our consciousness - the way we think and feel... the very same organ also oversees our physical selves... It's possible to go through life blissfully oblivious of the brain's existence. You never really know it's there. And yet your brain is you." Barry J Gibb

Barry J Gibb is a former neuroscientist from UCL turned creative consultant and filmmaker with his own company *digitalis media* which is committed to exploring science through film, art and the written word.

***The Rough Guide to The Brain* by Barry J Gibb is published on
26th April 2007, £10.99**

**For further information or to order a review copy please contact the Rough Guides
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