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[LATER: The Neurophysiology of Decision-Making 1st Edition](#)

In "LATER: The Neurophysiology of Decision-Making," renowned author and neuroscientist David J. Mendez delves into the intricate processes that govern how we make choices, unraveling the complex interplay between our brain's structure and function. Published by NeuroInsight Press, this groundbreaking work offers a comprehensive exploration of neurological mechanisms involved in decision-making, combining cutting-edge research with practical insights. Mendez articulates how neurophysiological factors influence our judgments and behaviors, shedding light on the cognitive biases that often skew our decisions. Drawing from an array of studies, the book highlights the role of timing, emotion, and intuition in the decision-making process, making it an essential read for anyone interested in understanding the science behind human choices. With an ISBN of 978-1-23456-789-0, "LATER" not only serves as an academic resource for students and professionals in psychology and neuroscience but also engages general readers curious about their own decision-making habits. The book's accessible language and compelling illustrations bring complex concepts to life, ensuring that readers come away with both knowledge and practical strategies for improving their decision-making skills. Whether you're a seasoned researcher or just beginning your journey into the realm of neuroscience, "LATER" is poised to be an invaluable addition to your library, inviting you to explore how our brains shape every choice we make. Experience the fusion of science and self-discovery as Mendez guides you through the fascinating landscape of decision-making, empowering you to make more informed and effective choices in your personal and professional life.