Dear Instructor:

We are pleased to announce that the Second Edition of Psychology: The Brain, The Person, The World will be published in May 2003, with an expanded offering of print and media supplements. We believe that students will enjoy the book, and come away with a clear vision of the field.

Our goals in writing the first edition were twofold: to engage students in learning about psychology, and to show how the field of psychology is a unified whole through the use of the levels of analysis theme — we emphasized the interactions among events at the brain, person, and group. We remained committed to these goals as we wrote the second edition, and believe that the student learning experience will be enhanced because of them.

We are fortunate that adopters of the first edition of our textbook, as well as reviewers for this edition, have offered us creative and insightful suggestions about how to make this edition better than its predecessor. As you will see, the second edition has a new look and feel — an expanded and revised art program and a new design to make it “user-friendly” and further draw in the reader.

In addition to summarizing the latest research developments in the content areas, we've placed more emphasis on the process of psychological research so that students can better appreciate the science of psychology. We've added an additional chapter devoted to research methods (Chapter 2), and added a new feature, “Understanding Research.”

Moreover, the supplements package has been greatly expanded to make teaching and learning exciting and interactive. New with this edition of the text is MyPsychLab, a dynamic learning environment for students. MyPsychLab combines the text with simulations, animations, audio, video, tutorials, and assessments to capture student attention and strengthen understanding of key concepts.

Instructor support materials are better than ever. The Test Bank has been thoroughly revised, reviewed, and augmented to ensure accuracy between the test items and the material presented in the text. The complete text and supplements package, which includes new classroom presentation software, will be available in time for your fall 2003 classes, providing you with a truly integrated learning system.

As you look through this preview, we invite your comments and questions. To receive an examination copy of Psychology: The Brain, The Person, The World, Second Edition, please contact your local Allyn & Bacon / Longman Publisher’s Representative. You may also request a copy by visiting our website at www.ablongman.com, or by sending an email to exam.copies@ablongman.com.

With Best Wishes -

Stephen Kosslyn

Robin Rosenberg
Respected authors Stephen Kosslyn and Robin Rosenberg, along with Allyn & Bacon Publishing, present to you an unparalleled text and technology program that makes the most of your students’ learning experience.

We invite you to explore the Second Edition of Psychology: The Brain, The Person, The World. Take a few minutes to walk through the features of the text, the changes to this edition, and the unbeatable support package. We have also provided you with a sample chapter to read at your leisure.

Available May 2003
Hardcover / 768 pages

“It is one of the most engaging texts I’ve seen. The chapter stories are among the best I’ve seen, and really flow well with the text. Kosslyn & Rosenberg do a great job threading these stories throughout the book. The writing style is solid and consistent.”

Dan Horn
University of Michigan
A strong revision that will appeal to both instructors and students...

**Emphasis on the interactions between the brain, the person, and the world** — Psychology comes into focus for students when they examine psychological principles through the “lenses” of the brain, the person, and the world. The extremely popular “Looking at Levels” feature engages students by exploring some aspect of psychology through these three lenses. By utilizing this cutting edge approach, the authors strive to help students understand the effects on behavior that are produced by the interaction between the brain, the person, and the world.

**Sophisticated, yet accessible** — Consistently praised in the first edition for its concise, student-friendly writing style, the second edition was carefully edited to retain its clarity and engaging tone. To emphasize the role of research, we’ve added a new, separate chapter on research methods, as well as an “Understanding Research” feature designed to help students critically evaluate a psychological study. Built-in study aids, such as interim review questions, chapter summaries, and key terms lists, help students focus in on the core concepts.

**Completely revised illustration and design program** — The entire art and layout program has been dramatically revised, resulting in unsurpassed clarity and enhanced visual appeal. Instructive art, thoughtfully placed throughout the text, helps more visual learners comprehend the concepts presented.

**Technology that brings science to life** — MyPsychLab, is a state-of-the-art, interactive and instructive course management solution for introductory psychology. Designed to be used as a supplement to a traditional lecture course, or to completely administer an online course, MyPsychLab combines the textbook, multimedia, tutorials, audio, video, simulations, animations, and controlled assessments to completely engage students. Students will have every resource imaginable, including an online version of the textbook, to help them succeed in your class.
Focus on... authorship

Stephen M. Kosslyn

Stephen M. Kosslyn is John Lindsley Professor of Psychology in Memory of William James at Harvard University, and Associate Psychologist in the Department of Neurology at Massachusetts General Hospital. He received his B.A. from UCLA and his Ph.D. from Stanford University, both in psychology. His first academic position was at Johns Hopkins University, where he was appointed Assistant Professor. He joined the Harvard faculty in 1977 as Associate Professor, and left in 1980 to take a Research Career Development Award. After a brief stay at Brandeis and a visit to Johns Hopkins in 1983, Dr. Kosslyn returned to Harvard as a Full Professor. His research has focused primarily on the nature of visual mental imagery and visual communication, and he has published 5 books and over 200 papers on these topics. Dr. Kosslyn has received numerous honors, including the National Academy of Sciences Initiatives in Research Award, the Prix Jean-Louis Signoret, and election to the American Academy of Arts and Sciences and the Society of Experimental Psychologists. He is currently "head tutor," supervising graduate students who teach a year-long introductory psychology course using levels of analysis, and chairs the Committee on Undergraduate Instruction at Harvard.

While actively engaged with writing and academic pursuits, Dr. Kosslyn is currently on the editorial boards of many professional journals; is a Fellow of the American Psychological Association, American Psychological Society, and American Association for the Advancement of Science; and has served on several national Research Council committees to advise the government on new technologies. He has been a guest on local National Public Radio stations, CBS radio, CNN news, and Nova, and has been quoted in many newspapers and magazines.

Robin S. Rosenberg

Robin Rosenberg is a clinical psychologist in private practice and has taught introductory psychology at Lesley University. She is certified in clinical hypnosis and is a member of the Academy for Eating Disorders. She received her B.A. in psychology from New York University, and her M.A. and Ph.D. in clinical psychology from the University of Maryland, College Park. Dr. Rosenberg did her clinical internship at Massachusetts Mental Health Center and had a postdoctoral fellowship at Harvard Community Health Plan before joining the staff at Newton-Wellesley Hospital’s Outpatient Services, where she worked for a number of years before leaving to expand her private practice.

Dr. Rosenberg specializes in treating people with eating disorders, depression, and anxiety and is interested in the integration of different therapy approaches. She was the founder and coordinator of the New England Society for Psychotherapy Integration and has given numerous professional talks on various topics related to the treatment of people with eating disorders, as well as popular talks on relapse prevention and on developing a healthy relationship with food, and with one's body.
In Psychology, 2/e, the field of psychology is unified by viewing psychology through the “lenses” of the brain, the person, and the world.

The “Looking at Levels” feature, at several points in each chapter, examines psychological events and their interactions at all three levels.

“The Looking at Levels sections are a unique feature of this book. Students often struggle to understand how so many different topics can fit into one discipline. The Looking at Levels sections do a good job of explaining this.”
Marcia McKinley
Mount St. Mary’s College

“The Looking at Levels sections are AWESOME – these sections will engage the student and bring them right into the topic.”
Joel Alexander
Western Oregon University
Focus on... coverage

A new chapter on Research Methods (Chapter 2) underscores the importance of the research process to the science of psychology.

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Chapter 1: The Science of Psychology: Yesterday and Today
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- Ethics: Doing it Right

Chapter 2: The Research Process: How We Find Things Out
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- How to Think About Research Studies

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- A Final Word: Ethics and Social Psychology
Chapter-by-Chapter Changes

Chapter 1: Psychology: Yesterday and Today
- A shorter, more focused introduction to the field and the book (Methodology has been moved into the new Chapter 2)
- Updated opening story, and expanded treatment of the brain/person/world theme
- Expanded, reorganized and revised History of Psychology
- New Looking at Levels: Sex and Emotional Involvement (expanding coverage of Evolutionary Psychology)
- New photos to illustrate the central concepts (such as “what is psychology”), to underline the role of women in the history of psychology, and to make the summary of history come alive.

Chapter 2: The Research Process: How We Find Things Out
- New Chapter, focusing on research methods
- Opening story focuses on the International Space Station, and the psychology that will need to be understood to make it work
- Expanded treatment of the scientific method
- Expanded and revised treatment of research concepts used in psychology (such as the new table on four types of validity) and of research methods
- Introduction of the QALMR method (question/alternatives/logic/method/research/inferences) — which is used in all subsequent “Understanding Research” sections
- Introduction of the Understanding Research feature, with the first one: “When does mental practice improve later performance?”

Chapter 3: The Biology of Mind and Behavior
- Expanded treatment of glial cells, processes in axons, and neurotransmitters
- New section on endogenous cannabinoids and their role in memory and attention
- New Understanding Research section: The Hemispheric Interpreter
- Additional discussion of key brain areas, such as the nucleus accumbens
- New Looking at Levels: Brain damage on the roller coaster
- Expanded discussion of fMRI brain scanning, and discussion of optical brain imaging
- Expanded discussion of transcranial brain stimulation (TMS)
- Greatly expanded and reorganized discussion of genetics
- Discussion of knockin and knockout mice
- Discussion of brain plasticity

Chapter 4: Sensation and Perception: How the World Enters the Mind
- New opening story, based on the Mexican artist Frida Kahlo
Chapter 4 (cont’d)

- New organization, in terms of the traditional distinction between sensation and perception, with Psychophysics addressed at the beginning (before the nature of visual sensation)
- Expanded coverage of the new type of photodetector discovered in the retina
- New material on the differences between mixing colored lights versus paints
- Additional genetic research on sex differences in color perception and additional discussion of neural processes of perception
- Expanded discussion of perceptual learning
- Expanded discussion of cross-cultural differences in drawing
- New section on motion perception
- New Understanding Research section: Two ways to specify spatial relations (a study that involves a new method, using barbiturates to “put to sleep” temporarily only a single cerebral hemisphere)
- Expanded and reorganized section on attention, integrated into perception
- Expanded treatment of hearing
- Expanded treatment of smell (including effects of female hormones on sensitivity) and female pheromones (including those that sexually attract males), taste, pain, and magnetic sense

Chapter 5: Consciousness

- Expanded section on the nature of consciousness
  - New section on the function of sleep (restorative and evolutionary theories)
- Update on narcolepsy—a discussion of the role of orexin
- Update on sleep apnea—the role of heart rate and the nervous system
- New Understanding Research section on hypnosis and memory
- Added coverage of cannabinoids (particularly anandamide)

Chapter 6: Learning

- New chapter opening story, based on the life of Jackie Chan
- Addition of the topic of habituation
- Forward, delayed, trace, higher order, and evaluative conditioning added
- Simultaneous and backward pairing labeled
- Expanded section on escape conditioning and avoidance learning
- Positive and negative punished added (versus simply “punishment”)
- Update of TV and aggression
- New panel illustration depicting positive and negative reinforcement and punishment

Chapter 7: Memory: Living with Yesterday

- New opening story, focusing on the memory expert “S”
- Expanded discussion of the Atkinson & Shiffrin model
- Expanded discussion of working memory
- New minidemonstration on chunking
- New section on the formation of neural connections, with an expanded discussion of knockout mice and the genetics of memory
- New discussion of cultural differences in memory
- New Understanding Research section: A better police lineup
- Expanded discussion of false memories

Chapter 8: Language and Thinking

- New opening story, focusing on Albert Einstein’s language and thought
- Expanded treatment of language comprehension versus production
Chapter 8 (cont’d)
• Expanded treatment of “pragmatics” in language
• New Understanding Research section: Untangling ambiguity during comprehension
• Expanded discussion of child speech and the development of language ability
• New section on gesture
• Expanded discussion of second language learning
• Revised discussion of concepts
• New figure containing a mental rotation exercise
• Expanded discussion of heuristics
• New Looking at Levels: Cognitive engineering at the nuclear power plant and at home
• New section on framing decisions
• New Looking at Levels: Judging pain

Chapter 9: Intelligence
• Reorganized section on “Ways to be Smart,” which now includes the section on "Boosting IQ"
• New “Diversity in Intelligence” section that combines mental retardation, the gifted, and creativity
• Revised section on the genetics of intelligence, including recent brain-scanning results
• New material on the relation between testosterone levels in IQ
• Revised treatment of creativity and new section on enhancing creativity
• New Understanding Research section: Constrained creativity

Chapter 10: Emotion & Motivation
• New research on “basic emotions” added
• Expanded coverage on the biological basis of emotions
• Added coverage on the neural bases of reward
• New section on controlling emotions
• Expanded coverage of the biological basis for appetite
• Updated coverage of “set point”
• New section on mating preferences
• New research on visual sexual stimuli
• Updated coverage on sexual orientation

Chapter 11: Personality
• Added Gordon Allport’s notion of central traits
• Added information about the Cattell 16PF, MMPI-2, and NEO-PI-R
• Added coverage of projective tests
• Updated coverage of the behavioral genetics of personality
• Added Bandura’s concept of self-reflectiveness
• Updated coverage of individualism vs. collectivism

Chapter 12: Development
• Revised section on teratogens
• New Understanding Research section: Stimulating the unborn
• New Looking at Levels: Cued emotions (how mothers shape their infants' emotional responses)
• Revised section on motor development, exploring the relation between SIDS and infant sleeping positions
• Revised section on infant perception
• New section on development of memory
• New material on Siegler’s "wave model" of cognitive development
• Revised section on effects of daycare on behavior
• Revised section on gender identity
• Revised sections on adolescent reasoning and egocentrism
• Revised section on moral development
• New section on evolving peer relationships during adolescence
• New material on the “cerebral reserve hypothesis” regarding cognitive aging
Chapter 12 (cont’d)
• Revised section on the effects of aging on personality
• New section on emotion in the elderly
• New section on adult relationships
• Totally revised new section on death and dying

Chapter 13: Stress/Health
• Update on Selye’s work, including Shelley Taylor’s notion of “tend-and-befriend”
• Work-Related Factors expanded to included economic factors and Karasek’s demand-control model
• Psycho-neuroimmunology added (moved from another chapter)
• Reorganized section on health-impairing behaviors—why we engage in them as well as how to change them
• Updated coverage of humor as a coping mechanism
• Expanded section on placebos

Chapter 14: Psychological Disorders
• Reorganized and expanded section on “What is Abnormality”
• More cross-cultural material
• General anxiety disorder added
• Expanded coverage of DID

Chapter 15: Treatment
• Separate section on biomedical treatment
• Revised section on prevention
• Addition of antidepressant/placebo effect information
• Additional information on exposure
• Expanded coverage of cybertherapy
• New table on the effects of medication

Chapter 16: Social Psychology
• New section on “thin slices” work (Ambady)
• New section on the primacy effect and self-fulfilling prophecy
• New section on implicit attitudes
• New section on social cognitive neuroscience
• Addition of the elaboration likelihood model
• Expanded coverage of cognition and prejudice (e.g., Payne’s study on priming of racial stereotypes)
• Addition of the jigsaw classroom (Aronson)
• New Understanding Research section on attributional biases and interpreting others’ driving behavior
• Conformity: Addition of informational and normative social influence

“I can say that the greatest strengths of this book, in my opinion, are its clear organization, its relevant examples, and its overall interesting look, including effective photos, tables and other features.”

Stephan Hoyer
Pittsburgh State University
In this new edition, we have added a chapter on research methods (Chapter 2). This chapter describes the scientific method, types of studies that psychologists typically conduct, and fundamental concepts of statistics.

In addition, we’ve added an “Understanding Research” feature to facilitate this learning process. In each chapter, a study is described in detail, explaining what questions the researchers posed, what alternative answers they considered, how the study was conducted, the results, and what can (and should not) be inferred from the results.

“The Kosslyn & Rosenberg textbook definitely incorporates timely research and does so in a way that makes it understandable for students.”
Kathy Immel
University of Wisconsin
Fox Valley

“A strength of this book is its great dedication to being current. Numerous areas are receiving updates of the latest, greatest research. This is wonderfully balanced with classical studies.”
Linda Lockwood
Metro State College
Focus on… student learning

MyPsychLab is a state of the art, interactive and instructive course management solution for introductory psychology. Designed to be used as a supplement to a traditional lecture course, or to completely administer an online course, MyPsychLab combines multimedia, tutorials, audio, video, simulations, animations, and controlled assessments to completely engage students. Students will have every resource imaginable, including an online version of the textbook, to help them succeed in your class.
Students assess their level of knowledge by taking chapter ending practice tests.

Students are asked to complete an instructive activity to complement the content presented.

Audio clips explain in more detail difficult concepts.

Interim chapter quizzes let students gauge their progress before moving on to the next concept.

Students see an actual simulation of classic experiments in psychology.

Lively animations bring concepts to life for students.

Intriguing video segments deepen understanding of material.

Prominent psychology researchers are profiled to personalize the history of psychology.

Link to Research Navigator, Allyn & Bacon’s online journal database to gather recent information.

Students assess their level of knowledge by taking chapter ending practice tests.

Sample learning activity from M yPsychLab on Developmental Psychology / Physical Development.
Focus on... classroom support

For the Instructor

**Instructor's Manual**
ISBN: 0-205-39366-7
Prepared by Marcia McKinley at Mount St. Mary's College, this thoroughly revised IM contains additional material to enrich your class presentations. For each chapter, the IM proves a Chapter-at-a-Glance grid, detailed lecture outlines and discussion questions, demonstrations and activities for classroom use, updated video, media and web resources, and other detailed pedagogical information.

**Test Bank**
ISBN: 0-205-39295-4
Prepared by Eric Miller at Kent State University, the test bank contains over 175 items per chapter, in essay, short answer, multiple choice, and true/false format.

Page references to in-text material, answer justification, and a difficulty rating scale allow you to customize the assessment materials to best fit your needs.

**Computerized Test Bank**
This computerized version of the test bank is available with Tamarack’s easy-to-use TestGenEQ software, which lets you prepare printed, network and online tests. It includes full edition capability for Windows and Macintosh.

**Powerpoint™ Presentation**
ISBN: 0-205-39570-8
Prepared by Dan Horn at The University of Michigan, this multimedia resource contains textbook images with demonstrations, key points for lectures, and the full Instructor’s Manual in digitized form.

**Transparencies**
**New!** Over 200 revised, full color transparencies taken from the text and other sources are referenced in the Instructor Resource Manual for the most appropriate use in your classroom presentations.

**Insights into Psychology, Volume I & Volume II**
**New!** These engaging videos illustrate the many theories and concepts surrounding sixteen areas of psychology. The Insights into Psychology videos contain 2-3 video clips per topic, followed by critical thinking questions that challenge students. Each Insights into Psychology video is also available in a DVD format. Contact your publisher’s representative for more information.

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**New!** This collection of media product—charts, graphs, tables, figures, audio and video clips—enlivens your classroom with resources that are easily integrated into your lectures. Now, the video clips include classic Psychology experiments footage.

**CourseCompass**
Use our pre-loaded, customizable content and assessment items to teach your online courses. Available in CourseCompass, Blackboard, and WebCT formats.
For the Student

Companion Website
The Companion Website to Kosslyn & Rosenberg's text www.ablongman.com/kosslyn2e offers support for students through practice tests, web links, learning objectives, and glossary flashcards, as well as PowerPoint presentation files for the instructor.

Grade Aid Study Guide
Prepared by Marcia McKinley, Mount St. Mary's College, the Grade Aid Study Guide offers chapter outlines and summaries, lists of learning objectives, study planning tips, chapter reviews, and self test items.

iSearch with access to Research Navigator™
(Valuempack option only*)
This easy to read guide helps point students in the right direction as they explore the tremendous array of information on psychology on the Internet. The guide also provides a wide range of additional annotated web links for further exploration.
iSearch also contains an access code to Research Navigator, Allyn & Bacon's online collection of academic and popular journals. Research Navigator offers students three exclusive databases (Ebsco's ContentSelect, The New York Times on the Web, and Link Library) of credible and reliable source content to help students focus their research efforts and get the research process started. To explore this product visit: www.researchnavigator.com

Mind Matters II CD-ROM
(Available as a discounted package option, and also sold separately.*)

New! The Allyn & Bacon Mind Matters II CD-ROM makes psychology more engaging, interactive, informative and fun! Mind Matters II covers the “core” concepts of psychology through a combination of text, graphics, simulations, video clips of historic experiments, and activities. Assessments test comprehension at both the topic and unit levels. New to Mind Matters II—innovative modules on Personality, Developmental Psychology and Social Psychology. See sample modules at www.ablongman.com/mindmatters2

Psych Tutor
www.aw.com/tutorcenter/psych
The Tutor Center provides students with free tutoring from qualified college psychology instructors on all material in the text. Tutors are available via phone, fax, e-mail, or Internet during the Tutor Center hours of 5 pm-12 am EST, Sunday through Thursday.

MyPsychLab
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New! MyPsychLab is a state of the art, interactive and instructive course management solution for introductory psychology. Designed to be used as a supplement to a traditional lecture course, or to completely administer an online course, MyPsychLab combines multimedia, tutorials, audio, video, simulations, animations, and controlled assessments to engage students.

“It is a concise, well written text that has a variety of good ancillary materials.”
Sally B. King
University of Maryland
Eastern Shore

* Contact your local publisher’s representative for package order codes.
Take a tour of...

Psychology, 2/e

Kosslyn & Rosenberg’s Online Tour

This easy-to-use and informative site is designed to guide you through the features and benefits of the Second Edition of Psychology, The Brain, The Person, The World.

Features of tour include:

- Additional sample chapter (NEW Chapter 2, “Research Methods”) to download and preview.
- Online version of Sample Chapter Sneak Preview Survey—fill out and submit for your chance to win a digital camera! (Printed version of the survey is located at the end of the sample chapter in this folder.)
- Reviewer comments
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