

1. Record Nr.	UNISA990003347220203316
Autore	KERIN, Roger A.
Titolo	Marketing / Roger A. Kerin ... [et al.] ; edizione italiana a cura di Luca Pellegrini
Pubbl/distr/stampa	Milano [etc.] : McGraw-Hill, 2007
ISBN	978-88-386-6390-1
Descrizione fisica	XXV, 592 p. ; 26 cm
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Collocazione	658.8 MAR 33 658.8 MAR 33 a
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
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2. Record Nr.	UNINA9910957586003321
Autore	Howard-Jones Paul
Titolo	Introducing neuroeducational research : neuroscience, education and the brain from contexts to practice / / Paul Howard-Jones
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-135-27028-7 1-135-27029-5 1-282-37725-6 9786612377259 0-203-86730-0
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Acknowledgements; Introduction; Part I Contexts; Chapter 1 What has neuroscience got to do with education?; Chapter 2 Neuromyths; Chapter 3 Educators on the brain, neuroscientists on education; Chapter 4 Neuroscience and education in dialogue; Part II Neuroeducational research; Chapter 5 A multi-perspective understanding of learning; Chapter 6 Methodology in neuroeducational research; Chapter 7 Neuroeducational ethics; Chapter 8 Neuroeducational research case study A: Creativity; Chapter 9 Neuroeducational research case study B: Learning games Part III The futureChapter 10 Neuroscience, education and the future; Appendix 1 Some neuroanatomy; Appendix 2 Glossary; Notes; References; Index
Sommario/riassunto	Amongst educators, scientists and policy-makers there is a growing belief that the field of education can benefit from an understanding of the brain. However, attempts to bring neuroscience and education together have often been hampered by crucial differences in concepts,

language and philosophy. In this book, Paul Howard-Jones explores these differences, drawing on the voices of educators and scientists to argue for a new field of enquiry: neuroeducational research. Introducing Neuroeducational Research provides a meaningful bridge between two diverse perspectives on learn
