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**SAGE'S NEW *BRAIN & BEHAVIOR*, BY BOB GARRETT, CONTINUES TRACK
RECORD OF OFFERING HIGH-QUALITY TEXTS AT REASONABLE PRICES**

Los Angeles, London, New Delhi, and Singapore (May 20, 2008)—Just as professors and bookstores plan their book orders for the fall semester, SAGE presents its first full-color textbook in Psychology: ***Brain & Behavior: An Introduction to Biological Psychology, Second Edition***, by Bob Garrett.

The new text contains an eye-catching, four-color interior design and extensive illustrative art program, selling at \$20-\$30 less than others on the market. This is indicative of SAGE's goal of providing top-notch content at prices students can afford. Plus, the rigor of the content and the robust ancillaries accompanying the textbook show that SAGE doesn't sacrifice the quality of a student's learning experience.

Priced at \$84.95, ***Brain & Behavior*** is the only available text focusing on the "big picture," providing a highly accessible introduction to the biology of behavior, from emotions to perception to consciousness. Garrett builds on the material presented throughout the text making a final and convincing case for the power of biological psychology to explain human behavior. Professors have praised it for its highly readable – but thorough – content, stunning art work, and acceptable price. The ancillaries include an Instructor's Resource CD-ROM, a Student Study Guide, and a companion Website containing state-of-the-art animations.

"Garrett's ***Brain & Behavior*** and our other recent four-color text *Our Social World: Introduction to Sociology*, by Ballantine and Roberts, showcase our commitment of providing students with books by leading authors at prices that won't hurt their pocketbooks," remarked Helen Salmon, Director of Books Marketing for SAGE. "As a matter of principle, SAGE prices its texts less than the competition, making knowledge accessible to a wide audience. This is even in our company Vision Statement, and we take it very seriously."

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