

# Attention

*Attention deficit hyperactivity disorder (ADHD) is a common neurobehavioral disorder affecting 5–10% of children and adolescents and 3% of adults.*

*Attention Deficit Hyperactivity Disorder: From Genes to Patients aims to provide a comprehensive, state-of-the-art overview of the critical aspects of ADHD, and hopefully will serve as a quick and up-to-date reference source for professionals with an interest in ADHD. The book is divided into three major areas that follow an historical survey. The first group of chapters deals with current theories on the pathophysiology of ADHD, and focuses on neurotransmitters and the contributions and validity of animal models. The second section emphasizes the evaluation and treatment of*

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*patients with ADHD, from the day-to-day approach by the clinical psychologist to the more sophisticated anatomical and functional imaging strategies that have emerged in the last decade. In addition, chapters dealing with specific impairments, such as those pertaining to reading, social interaction, and working memory, are also included for more detailed analysis of these important aspects and their respective contributions to global functioning. The third and final section provides an expanded review on the pharmacotherapy of ADHD and the appropriate methods for selection of specific drugs for individual patients based on drug kinetics and gene expression. David Gozal, MD Dennis L. Molfese, PhD vii CONTENTS Dedication . . . . .*

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*Preface*.....

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*Historical Aspects of Attention Deficit  
Hyperactivity Disorder*.....

..... 1 Roscoe

*A. Dykman 2 Scanning the Genome for  
Attention Deficit Hyperactivity Disorder*

.....  
*Attention, Balance and Coordination is  
the most up-to-date handbook for  
professionals involved in education*

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*and child development, providing a new understanding of the source of specific behavioural problems. Written by a respected author of acclaimed titles in this field Explains why early reflexes are important, their functions in development and their effects on learning, behaviour and beyond - also covers adult neurological dysfunctions anxiety and agoraphobia Builds on an ABC of Attention, Balance and Coordination to create a unique look across specific learning difficulties, linked by common motor skills challenges resulting from neuro-developmental deficiencies Includes the INPP Developmental Screening Questionnaire together with guidance on how to use and interpret it "This book contains research into the cognitive phenomenon of 'joint attention'. Philosophical and*

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*psychological perspectives on the nature and significance of this phenomenon are examined"--Provided by publisher.*

*The phenomena of effortless attention and action and the challenges they pose to current cognitive models of attention and action.*

*Attention is a fundamental feature of the mind yet has languished in the backwaters of philosophy. Recent years, however, have witnessed a resurgence of philosophical interest in attention, driven by recognition that it is closely connected to consciousness, perception, agency, thought, justification and introspection. As is becoming clear, attention has a rich philosophical significance. This is the first book to provide a systematic overview and assessment of different empirical and philosophical aspects of*

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*attention. Wayne Wu discusses the following central topics and problems: major experiments and theories of attention in psychology since the 1950s the neuroscience of attention, including basic mechanisms and models attention's intimate relation to agency the phenomenology of attention attention as a gatekeeper for consciousness attention as the basis for perception-based thought about objects the role of attention in the justification of belief attention in introspection of consciousness. A key feature of the book is its skilful analysis of the empirical work on attention, and how this relates to philosophy. Additional features include chapter summaries, annotated further reading and a glossary, making this an ideal starting point for anyone studying attention for the first time, as well as*

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*being suitable for more advanced students and researchers in psychology, cognitive science, and philosophy.*

*This book provides an overview of attentional impairments in brain-damaged patients from both clinical and neuroscientific perspectives, and aims to offer a comprehensive, succinct treatment of these topics useful to both clinicians and scholars. A main focus of the book concerns left visual neglect, a dramatic but often overlooked consequence of right hemisphere damage, usually of vascular origin, but also resulting from other causes such as neurodegenerative conditions. The study of neglect offers a key to understand the brain's functioning at the level of large-scale networks, and not only based on discrete anatomical*

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*structures. Patients are often unaware of their deficits (anosognosia), and often obstinately deny being hemiplegic. Diagnosis is important because neglect predicts poor functional outcome in stroke. Moreover, effective rehabilitation strategies are available, and there are promising possibilities for pharmacological treatments. Attention Disorders After Right Brain Damage is aimed at clinical neurologists, medics in physical medicine and rehabilitation, clinical psychologists and neuropsychologists. It will also be useful for graduate students and medical students who wish to understand the topic of attention systems and improve their knowledge of the neurocognitive mechanisms of attentional deficits. In addition, clinical researchers in neuropsychology and*



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*cognitive neuroscience will find in this book an up to date overview of current research dealing with the attention systems of the human brain.*

*This collection of essays, intended as a text for students, examines the different facets of research into attention. The book is divided into two sections: one deals with psychological research into such areas as visual search, dual-task interference and attentional bottleneck; the other deals with approaches to neural-network modelling and the effects of brain damage on attention.*

*The concept of attention in academic psychology has been treated with varying degrees of importance over the years. From playing a key role in the 19th century, it was discarded in the first half of the 20th century, as clinical psychologists claimed it was*

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*superfluous to the essential subconscious processes of the mind, and experimental psychologists thought it was not a scientific term. Applied Neuropsychology of Attention aims to review the considerable developments in the field of attention over the last 20 years as it makes its comeback. This collection of essays forms a comprehensive overview of this crucial component of human cognitive function. The book begins with an explanation of the essential theoretical concepts and definitions. Aspects of diagnosis are then discussed as the assessment and impairments of attention are reviewed in normal ageing and in specific neurological categories. Victims of brain injury and patients with cerebrovascular or neurodegenerative diseases are considered. A critical*

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*analysis of existing practices in cognitive rehabilitation is given and a review of the techniques and methodologies used for treating attentional disturbances brings the book to a conclusion. Leclercq and Zimmermann have compiled a book of cutting-edge research which provides an effective framework to detect, analyse and understand the nature of attention deficit. The book will be invaluable to clinicians, mental health specialists and all academic psychologists in the field.*

[\*The Power of Attention\*](#)

[\*On Teresa Brennan\*](#)

[\*Awaken to Love and Its Unlimited\*](#)

[\*Potential with Meditation\*](#)

[\*Objects and Attention\*](#)

[\*Attention Management\*](#)

[\*Attention! This Book Will Make You Money\*](#)

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[\*Issues in Philosophy and Psychology\*](#)

[\*The Allocation of Limited\*](#)

[\*Entrepreneurial Attention\*](#)

[\*The power of simple decisions in a  
distracted world\*](#)

[\*Psych 101\*](#)

[\*Poetry of Attention in the Eighteenth  
Century\*](#)

[\*Attention Pays\*](#)

By identifying a pervasive cultivation of attention as a perceptual and cognitive state in eighteenth-century poetry, this book explores overt themes of attention and demonstrate techniques of readerly attention. This volume traces the

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modern critical and performance history of this play, one of Shakespeare's most-loved and most-performed comedies. The essay focus on such modern concerns as feminism, deconstruction, textual theory, and queer theory.

Early-onset and enduring developmental deficits in attention, especially if combined with increased hyperactivity, and impulsivity, may result in constant impairments in multiple

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domains of personal life. The full spectrum of symptoms is characterized by a persistent pattern of inattention and/or hyperactivity-impulsivity, which is maladaptive and inconsistent with a comparable level of developmental age known as Attention Deficit Hyperactivity Disorder (ADHD). ADHD is considered one of the most common neurobehavioral disorders and of childhood, and among the

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most prevalent chronic health conditions. Given the wide heterogeneity and complex manifestations of the disorder, there is an importance in a developmental perspective that views ADHD as a multifactorial disorder with multiple, causal processes, and pathways. The symptoms of ADHD should be cast, not as static or fixed neurobehavioral deficits, but rather in terms of underlying

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developmental processes. Even experienced professional might minimize the prevalence of a disorder among certain groups of patients. Therefore, the existence of attention disorders might become "transparent" for both the patient and the professional. This might lead to a non-accurate diagnosis, harm the treatment aspects and has potential non beneficial prognostic aspects. The developmental approach



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can provide predictions as to how characteristics associated with attention develop over time and how multiple risk and protective factors transact to impact it's development, as well as the development of a broad range of associated co-morbid features. Among children with mental retardation, autistic spectrum disorders, children who were born premature, born with low birth weight, as well as

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among those who suffer from chronic disorders (such as epilepsy, diabetes, chronic kidney disease or asthma), as well as among otherwise healthy preschoolers - the assessment of attention performance might be very challenging. In this research topic, we explore the latest cutting edge research on the biological and neural pathways as well as on psychosocial and behavioral correlates of brain development and

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attention spectrum. In doing so we aim to highlight: what is currently known regarding this new conceptualization of attention as a spectrum; the mechanisms underlying this spectrum; and where this field is headed in terms of developing our understanding of the link between brain development and attention performance. "The author of *In the Mind Fields* now gives us a comprehensive

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journalistic exploration of our culture's flagging ability to pay attention, infused with the personal struggles and insights of a woman coming to terms with the demands and distractions of the information age. The average American checks their phone 150 times a day, but we touch our phones about 2,617 times in those same hours. Casey Schwartz wants to understand this change in our lives that seemingly happened

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without our consent. From attention disorders and medications, mindfulness, psychedelics and creativity, to a brief history of distraction itself, Schwartz acts as our sympathetic and qualified guide. Both validating and galvanizing, *Attention* examines our lives ruled by distraction. Schwartz's personal attempt to revive her attention ("I'm in as deep as anyone, as splintered, dependent,

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and distracted. I am jittery and incomplete without my phone") and preserve her authentic life will resonate with readers who also find it very nearly impossible to avoid the pixilated siren call of our screens"--

The Allocation of Limited Entrepreneurial Attention examines the implications of allocating limited entrepreneurial attention among activities or projects. This book maintains that

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attention is simultaneously limited in that a decision maker can pay attention to only one thing at a time, and entrepreneurial in that it may be allocated to evaluating a potential new project for possible adoption. However, since the outcome of the allocation of attention is not certain, the number of projects among which attention can be allocated is stochastic and the maximum number of projects is

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endogenously determined by the optimal allocation of limited entrepreneurial attention and describes the implications of this analysis for a number of economic problems.

**Attention: Theory and Practice** provides a balance between a readable overview of attention and an emphasis on how theories and paradigms for the study of attention have developed. The book highlights the important issues and major



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findings while giving sufficient details of experimental studies, models, and theories so that results and conclusions are easy to follow and evaluate. Rather than brushing over tricky technical details, the authors explain them clearly, giving readers the benefit of understanding the motivation for and techniques of the experiments in order to allow readers to think through results, models, and theories for

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themselves. Attention is an accessible text for advanced undergraduate and graduate students in psychology, as well as an important resource for researchers and practitioners interested in gaining an overview of the field of attention.

CD-ROM contains: Color images and video clips. A poem is often read as a set of formal, technical, and conventional devices that generate meaning or affect. However, Lucy

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Alford suggests that poetic language might be better understood as an instrument for tuning and refining the attention. Identifying a crucial link between poetic form and the forming of attention, Alford offers a new terminology for how poetic attention works and how attention becomes a subject and object of poetry. Forms of Poetic Attention combines close readings of a wide variety of poems with research in

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the philosophy,  
aesthetics, and  
psychology of attention.  
Drawing on the work of a  
wide variety of poets  
such as T. S. Eliot,  
Wallace Stevens, Frank  
O'Hara, Anne Carson,  
Theresa Hak Kyung Cha,  
Harryette Mullen, Al-  
Khans?', Rainer Maria  
Rilke, Arthur Rimbaud,  
and Claudia Rankine,  
Alford defines and  
locates the particular  
forms of attention poems  
both require and  
produce. She theorizes  
the process of attention-

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making—its objects, its coordinates, its variables—while introducing a broad set of interpretive tools into the field of literary studies. Forms of Poetic Attention makes the original claim that attention is poetry's primary medium, and that the forms of attention demanded by a poem can train, hone, and refine our capacities for perception and judgment, on and off the page.

[Visual Attention and](#)

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Rehabilitation](#)

[Attention in Action](#)

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[Every Day](#)

[Memory and Attention](#)

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### [Adaptation Training Theory and Practice](#)

Does your personal power mirror the quality of your attention? "Yes!" says best-selling author and modern-day meditation teacher Sarah McLean. Through her 25-year dedication to contemplative practices, she knows that the profound stillness cultivated in meditation can open a doorway for anyone to become aware of—and then intimate with—who they really are. Sarah's new book, *Love and the Power of Attention*, offers basic training in accessing your true essence, what she calls your "pure awareness." Thoughtful questions and meditation exercises guide you on a journey into your inner realm,

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where more love and fulfillment await you. You'll open the communion with your pure awareness and discover that its qualities are love, wisdom, and power. You'll also learn that the currency of your awareness is your conscious, nonjudgmental, clearly focused attention. Through thoughtful exploration and practices, you'll enhance your ability to focus, become more conscious of what you observe, and explore how you pay attention. Ultimately, you will reclaim your power and become the master of your attention, with a deep understanding that the purest form of its essence is love. The ability to selectively attend to



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events in the world around us is a core cognitive function. It prevents distraction and enables humans and animals to dedicate perceptual, cognitive, and motor resources to deal with the most pressing current challenges. When attention systems of the brain are damaged by disease or trauma, the impact for the individual and society can be significant, and therefore, understanding the neural mechanisms of attention is a central goal in neuroscience. In addition, understanding how attention mechanisms operate is critical for advancing the important mission of developing the most effective training regimes for a wide range of duties, as well as for

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creating new methods for educating the world's growing population. This text addresses the basic neuroscience of how the brain controls the focus of attention, and how this focused attention influences sensory and motor processes. This volume will provide the reader with a selection of the models, mechanisms and findings in the neuroscience of attentional control and selection from leading authorities working in human and animal models, and incorporating a array of neuroscience methods from single neuron recordings to functional brain imaging, and advanced modeling. The book begins with contributions that describe attentional selection,

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relying largely on evidence from attention in vision. Subsequent chapters address attentional control mechanisms in cortical and subcortical brain networks. Finally, the role of attention in action, short-term memory, and emotion are discussed.

\*\*\*BUSINESS BOOK AWARDS  
2021 SHORTLISTED TITLE\*\*\*

Attention! is a practical guide for reclaiming the power of our time and attention. In a world of endless distraction, we have given away two of our most valuable assets: time and attention. Technology has given us the incredible gift of access to an ever-increasing amount of information and has opened the door to a vast array of

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choices and opportunities. However, having more options doesn't correlate to an increase in our success. Research shows that having more to choose from causes anxiety and decreases our likelihood of taking action. We have become paralyzed and polarized, reacting instead of acting and ceding control of our decisions to a continuous onslaught of information, marketing, and interruption. We live in an age where we struggle to decide which information is real or fake. We find it challenging to make even the most straightforward decisions for our happiness and success in our lives and business. This book will help you reframe your relationship

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with the demands on your time, overcome decision fatigue, and understand the value of creating space. Rob Hatch sets out a powerful framework and flexible approach that gives you the space to focus your attention on what is important, the power to make decisions aligned with your goals, and the ability to take action with confidence.

From perception tests and the Rorschach blots to B. F. Skinner and the stages of development, this primer for human behavior is packed with hundreds of ...

psychology basics and insights...

Drive Web traffic and take your business into the future In todays social Web marketplace, attention

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equals revenue. When you direct more attention online to your brand or business, you drive more long-term revenue. Regardless of who you are or how small your business is, you can have a huge impact using free Internet tools...provided you understand and correctly apply the latest techniques. Attention! gives you an educational and motivational guide to using social media to market your brand or business online. In three parts, you'll discover everything you need to know to get off the ground and thrive in the social mediasphere, including The tools, techniques and tricks to get attention online and turn that attention into profit The theory behind the importance of

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making your mark on the Internet  
How other businesses and  
individuals made money from  
online marketing Whether you're  
just starting your business, just  
moving it online, or already  
established and looking to take  
your business to the next level,  
Attention! is the key to success.  
The goal of this book is to put  
together some of the main  
interdisciplinary aspects that play a  
role in visual attention and  
cognition. The book is aimed at  
researchers and students with  
interdisciplinary interest. In the first  
chapter a general discussion of the  
influential scanpath theory and its  
implications for human and robot  
vision is presented. Subsequently,

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four characteristic aspects of the general theme are dealt with in topical chapters, each of which presents some of the different viewpoints of the various disciplines involved. They cover neuropsychology, clinical neuroscience, modeling, and applications. Each of the chapters opens with a synopsis tying together the individual contributions.

Modern advertising was created in the US between 1870 and 1920 when advertisers and the increasingly specialized advertising industry that served them crafted means of reliable access to and knowledge of audiences. This highly original and accessible book



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re-centers the story of the invention of modern advertising on the question of how access to audiences was streamlined and standardized. Drawing from late-nineteenth and early-twentieth-century materials, especially from the advertising industry's professional journals and the business press, chapters on the development of print media, billboard, and direct mail advertising illustrate the struggles amongst advertisers, intermediaries, audience-sellers, and often-resistant audiences themselves. Over time, the maturing advertising industry transformed the haphazard business of getting advertisements

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before the eyes of the public into a market in which audience attention could be traded as a commodity.

This book applies economic theory with historical narrative to explain market participants' ongoing quests to expand the reach of the market and to increase the efficiency of attention harvesting operations. It will be of interest to scholars of contemporary American advertising, the history of advertising more generally, and also of economic history and theory.

Interdisciplinary exploration of the scope and impact of Teresa Brennan's lifework.

[Nonprofit Advocacy in a Social Media Age](#)

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[Distraction](#)

[ATTENTION](#)

[A New Perspective in the Cognitive](#)

[Science of Attention and Action](#)

[The Epic Scramble to Get Inside](#)

[Our Heads](#)

This text critically reviews the literature on attention and emotion, and offers an

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integrative cognitive attentional model of the development and maintenance of emotional disorders. It highlights the similarities and differences between disorders and offers specific new treatment implications. The book contains numerous summary sections so that readers less familiar with the cognitive literature can follow the main issues without being overwhelmed. The central aims of this work are: to review critically models of attention and their application to attentional processes in emotional disorders; To develop an integrative

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theoretical framework and model for conceptualizing attentional processes associated with the aetiology and maintenance of emotional stress reactions; and to discuss the implications for clinical practice of attentional theories of emotional dysfunction.

Attention has been studied in cognitive psychology for more than half a century, but until recently it was largely neglected in philosophy. Now, however, attention has been recognized by philosophers of mind as having an important role to play in our theories of consciousness and of cognition. At the same time,

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several recent developments in psychology have led psychologists to foundational questions about the nature of attention and its implementation in the brain. As a result there has been a convergence of interest in fundamental questions about attention. This volume presents the latest thinking from the philosophers and psychologists who are working at the interface between these two disciplines. Its fourteen chapters contain detailed philosophical and scientific arguments about the nature and mechanisms of attention; the relationship between

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attention and consciousness; the role of attention in explaining reference, rational thought, and the control of action; the fundamental metaphysical status of attention, and the details of its implementation in the brain. These contributions combine ideas from phenomenology, neuroscience, cognitive psychology, and philosophy of mind to further our understanding of this centrally important mental phenomenon, and to bring to light the foundational questions that any satisfactory theory of attention will need to address.

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Discover the revolutionary antidote to overload and exhaustion Have you tried everything to become more productive—but you're still too busy and stressed? That's because the old approaches to productivity just don't work in today's fast-paced, tech-driven workplaces. What does work? Time management is outdated. Attention management is the solution you need. Attention management is the most essential skill you need to live a life of choice rather than a life of reaction and distraction. It's a collection of behaviors, including focus, mindfulness, control, presence, flow, and



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other skills, that will support your success. Productivity speaker, trainer, and author Maura Nevel Thomas shows you how to master attention management with practical strategies that make an immediate impact.

Drive profitability, productivity, and accountability To create extraordinary lives, we must learn to “unplug” from the constant barrage of disruptions and “plug in” to the tools, strategies, and mindsets that allow us to harness our attention to reach our highest potential—and this book shows you how. Attention Pays spotlights on the power of

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attention and absolute focus. Personally: WHO we pay attention to. Professionally: WHAT we pay attention to. And Globally: HOW we pay attention in the world—and to the world. In an on-demand, 24/7 society, where distractions cost millions of people productivity, profitability, relationships and peace, it's time to pay attention to what matters most.

- Includes powerful tips and tricks increase profitability
- Shows you how to achieve maximum accountability and results
- Provides strategies to help you productively manage daily tasks
- Offers guidance

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on improving your daily attention and focus If you're ready drive profitably, increase productivity and boost accountability, it's time to tune out the noise, focus on what really matters and learn how Attention Pays.

An overview of object-based models of attention.

Worldwide longitudinal studies performed since the 1970s have clearly shown that ADHD persists into adulthood. These findings have stimulated researchers to develop the therapeutic approaches for adult patients, especially in European countries where scientific and clinical interest in

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ADHD has increased.. In this volume, leading experts from Europe and the United States present their long-term results in order to provide an overview of important aspects of ADHD across the lifespan. These results include epidemiology, neurobiology, psychopathology, longitudinal course, comorbidity and social impairment associated with ADHD. Topics include diagnostic problems and therapeutic options as well as molecular genetic studies. Further, morphological and functional imaging studies in adult ADHD are reviewed, as well as the very important

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issue of comorbidity. Providing an excellent source of up-to-date information, this publication is essential reading for psychiatrists, neurologists, geneticists, psychotherapists, physicians and other therapists working with ADHD patients.

"Originally published in hardcover in the United States by Alfred A. Knopf, a division of Penguin Random House LLC, New York, in 2016."-- Title page verso.

Cancer-related cognitive impairment (CRCI) may affect nearly half of all cancer survivors and can persist for years after completing cancer treatment. Memory and

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Attention Adaptation Training (MAAT) is a cognitive-behavioral therapy offering evidence-based, nonpharmacological treatment of this common survivorship condition. Organized into a session-by-session Clinician Manual and related Survivor Workbook, MAAT is conducted in 8 treatment visits and has been demonstrated effective when delivered through telehealth technology, so survivors can readily fit MAAT into their busy lives. The Survivor Workbook starts with a brief overview of what is understood about CRCI, common problems, and how

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MAAT helps. The introduction is followed by the 8 visits summarized in concise chapters that allow for easy review after the therapy visit. Thus, survivors with memory problems have a reliable source to turn to so that content of visits is not forgotten. Each visit consists of homework exercises with easy to follow forms.

[Attention and Emotion](#)

[The US Advertising Industry's Turn-of-the-Twentieth-Century Transition](#)

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[Attention Equals Life](#)

[Living in Halved Worlds](#)

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[Attention: a Love Story](#)

[Beyond Mindfulness](#)

[Attention Disorders After Right Brain Damage](#)

[The Pursuit of the Everyday in Contemporary Poetry and Culture](#)

*If there is one thing we are short on these days, it's attention. Attention is central to everything we do and think, yet it is mostly an intangible*



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*force, an invisible thing that connects us as subjects with the world around us. We pay attention to this or that, let our attention wander—we even stand at attention from time to time—yet rarely do we attend to attention itself. In this book, Gay Watson does just that, musing on attention as one of our most human impulses. As Watson shows, the way we think about attention is usually through its instrumentality, by what can be achieved if we give*

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*something enough of it—say, a crisply written report, a newly built bookcase, or even a satisfied child who has yearned for engagement. Yet in losing ourselves to the objects of our fixation, we often neglect the process of attention itself. Exploring everything from attention's effects on our neurons to attention deficit disorder, from the mindfulness movement to the relationship between attention and creativity, Watson examines attention in action through many*

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*disciplines and ways of life. Along the way, she offers interviews with an astonishing cast of creative people—from composers to poets to artists to psychologists—including John Luther Adams, Stephen Batchelor, Sue Blackmore, Guy Claxton, Edmund de Waal, Rick Hanson, Jane Hirshfield, Wayne Macgregor, Iain McGilchrist, Garry Fabian Miller, Alice and Peter Oswald, Ruth Ozeki, and James Turrell. A valuable and timely account of something central to our*

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*lives yet all too often neglected, this book will appeal to anyone who has felt their attention under threat in the clamors of modern life.*

*Today, social media offers an alternative broadcast and communication medium for nonprofit advocacy organizations. At the same time, social media ushers in a "noisy" information era that renders it more difficult for nonprofits to make their voices heard. This book seeks to unpack the prevalence, mechanisms, and ramifications of a new*

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*model for nonprofit advocacy in a social media age. The keyword for this new model is attention. Advocacy always starts with attention: when an organization speaks out on a cause, it must ensure that it has an audience and that its voice is heard by that audience; it must ensure that current and potential supporters are paying attention to what it has to say before expecting more tangible outcomes. Yet the organization must also ensure that advocacy does not end with attention:*

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*attention should serve as a springboard to something greater. The authors elaborate how attention fits into contemporary organizations' advocacy work and explain the key features of social media that are driving the quest for attention. Developing conceptual models, they explain why some organizations and messages gain attention while others do not. Lastly, the book explores how organizations are weaving together online and offline efforts to deliver strategic advocacy*

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*outcomes.*

*“Attention reveals a fresh, vital literary voice as it covers seemingly every imaginable topic relating to modern life.”—Entertainment Weekly “Joshua Cohen may be America’s greatest living writer.”—The Washington Post NAMED ONE OF THE BEST BOOKS OF THE YEAR BY WIRED One of Granta’s Best of Young American Novelists, Joshua Cohen arrives with his first collection of nonfiction, the culmination of two decades of writing and thought*

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*about life in the digital age. In essays, memoir, criticism, diary entries, and letters—many appearing here for the first time—Cohen covers the full depth and breadth of modern life: politics, literature, art, music, travel, the media, and psychology, and subjects as diverse as Google, Donald Trump, Bernie Sanders, fictional animals, Gustav Mahler, Aretha Franklin, John Zorn, landscape photography, fake Caravaggios, Wikipedia, Gertrude Stein, Edward*



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*Snowden, Jonathan Franzen, Olympic women's fencing, Atlantic City casinos, the closing of the Ringling Bros. circus, and Azerbaijan. Throughout ATTENTION, Cohen directs his sharp gaze at home and abroad, calling upon his extraordinary erudition and unrivaled ability to draw connections between seemingly unlike things to show us how to live without fear in a world overflowing with information. In each piece, he projects a quality of thought that is uniquely his, and a voice*

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*as witty, profound, and distinct as any in American letters. At this crucial juncture in history, ATTENTION is a guide for the perplexed—a handbook for anyone hoping to bring the wisdom of the past into the culture of the future. Praise for ATTENTION “Dazzling in its scope . . . If curiosity is a writer’s greatest innate gift, Joshua Cohen may be America’s greatest living writer.”—The Washington Post “Cause for celebration and close study . . . [Cohen] will hunt after neglected*

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*shards of the past, minor histories, and charge them with an immediacy in the present. . . . He is experimenting with the essay form much more, and more cleverly, than any major American writer today.”—The Wall Street Journal “In Attention, Joshua Cohen makes an eclectic argument for how to improve our lives. . . . [He] tackles a surprising range of subjects to underline distraction’s role in our fraught predicament and to argue that paying attention could help us*

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*get out of it. . . . When it comes to making sense of our times with verve and imagination, few authors are more rewarding.”—Financial Times*

*Attention in Action provides state-of-the-art discussion of the role of attention in action and of action in constraining attention.*

*Poetry has long been thought of as a genre devoted to grand subjects, timeless themes, and sublime beauty. Why, then, have contemporary poets turned with such intensity*

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*to documenting and capturing the everyday and mundane? Drawing on insights about the nature of everyday life from philosophy, history, and critical theory, Andrew Epstein traces the modern history of this preoccupation and considers why it is so much with us today. Attention Equals Life argues that a potent hunger for everyday life explodes in the post-1945 period as a reaction to the rapid, unsettling transformations of this epoch, which have resulted*

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*in a culture of perilous distraction. Epstein demonstrates that poetry is an important, and perhaps unlikely, cultural form that has mounted a response, and even a mode of resistance, to a culture suffering from an acute crisis of attention. In this timely and engaging study, Epstein examines why a compulsion to represent the everyday becomes predominant in the decades after modernism and why it has so often sparked genre-bending formal experimentation. With chapters devoted to*

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*illuminating readings of a diverse group of writers--including poets associated with influential movements like the New York School, language poetry, and conceptual writing--the book considers the variety of forms contemporary poetry of everyday life has taken, and analyzes how gender, race, and political forces all profoundly inflect the experience and the representation of the quotidian. By exploring the rise of experimental realism as a poetic mode*

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*and the turn to rule-governed "everyday-life projects," Attention Equals Life offers a new way of understanding a vital strain at the heart of twentieth- and twenty-first century literature. It not only charts the evolution of a significant concept in cultural theory and poetry, but also reminds readers that the quest to pay attention to the everyday within today's frenetic world of smartphones and social media is an urgent and unending task.*

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