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Bestsellers in Anatomy & Physiology

Francoise Crowell
_Yankee Book Peddler, Inc., fcrowell@ybp.com_

Bob Nardini
_Yankee Book Peddler, Inc., rnardini@YBP.com_

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Best Sellers in Anatomy & Physiology 1999

by Françoise Crowell <FCrowell@YBP.com>

Column Editor: Bob Nardini (YBP) <mardini@YBP.com>

We are not sure which is the bigger mystery on YBP's list of 50 best-selling titles for 1999 in Anatomy and Physiology—why we've sold one copy more of Comparative Hearing: Fish and Amphibians than we have for Comparative Hearing: Insects, or why this pair of Springer-Verlag titles landed on the list in the first place.

It's no surprise at all, though, that the predominant topics on the list reflect our customers' interests in sexual differences, mind and memory, and aging, all universal areas of human concern, of course, which far outnumber topics such as the musculoskeletal system, or NMR spectroscopy, or cellular signal transduction. The American Psychological Association's Male, Female: The Evolution of Human Sex Differences has been our top-selling title for the year, edging out, again by a margin of one copy, Houghton Mifflin's Woman: An Intimate Geography.

We hope this best-seller list, which we've arranged in descending sales order, helps readers of ATG to identify a few titles useful to their own collections.

Geary, David C. Male, Female: The Evolution Of Human Sex Differences. Amer Psych Assn 1998 $49.95 Cloth 15579885278

Angier, Natalie. Woman: An Intimate Geography. Houghton Mifflin 1999 $25.00 Cloth 0395691303

Squire, Larry R. Memory: From Mind To Molecules. Scientific American 1999 $34.95 Cloth 0716750716

Fratoni, Joseph S. (Joseph Stewart), 1912-Proteins, Enzymes, Genes: The Interplay Of Chemistry And Biology. Yale Univ Press 1999 $45.00 Cloth 0300076088


Allman, John Morgan. Evolving Brains. Scientific American 1999 $34.95 Cloth 0716750767

Spitzer, Manfred. Mind Within The Net: Models Of Learning, Thinking, And Acting. MIT Press 1999 $27.50 Cloth 0262194066

Watkins, James, 1946- Structure And Function Of The Musculoskeletal System. Human Kinetics 1999 $49.00 Cloth 0880116862

From Brains To Consciousness?: Essays On The New Sciences Of The Mind; Ed. By Steven Rose. Princeton Univ 1998 $29.95 Cloth 0691004692


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Hormones, Health, And Behavior: A Socio-ecological And Lifespan Perspective; Ed. By C. Panter-brick. Cambridge Univ Pr 1999 $69.95 Cloth 0521573327


Fain, Gordon L. Molecular And Cellular Physiology Of Neurons. Harvard Univ Press 1999 $65.00 Cloth 0674581555


Samuel, David. Memory: How We Use It, Lose It And Can Improve It. New York Univ Press 1999 $19.95 Cloth 0814781454

Males, Females, And Behavior: Toward Biological Understanding; Ed. By Lee Ellis. Praeger 1998 $69.50 Cloth 027599414

Latchman, David S. Eukaryotic Transcription Factors. Academic 1998 $59.95 Cloth 0124371670

Protein Targeting And Translocation; Ed. By D.A. Phoenix. Princeton Univ Pr 1998 $85.00 Cloth 069100901


Brody, Tom. Nutritional Biochemistry. Academic 1999 $79.95 Cloth 0121348369

Cantor, Charles R. Genomics: The Science And Technology Behind The Human Genome Project. Wiley-Liss 1999 $125.00 Cloth 0471599085

Wilmore, Jack H., 1938- Physiology Of Sport And Exercise. Human Kinetics 1999 $59.00 Cloth 0736000844

Palmer, Stephen E. Vision Science: Photons To Phenomenology. MIT Press 1999 $70.00 Cloth 0262161834

Modern Nutrition In Health And Disease; Ed. By Maurice E. Shils. Lippincott/ W&W 1999 $106.00 Cloth 068330769X

Pattern Discovery In Biomolecular Data: Tools, Techniques, And Applications; Ed. By Jason T. L. Wang. Oxford Univ Press 1999 $55.00 Cloth 0195119401


Strand, Fleur L. Neuropeptides: Regulators Of Physiological Processes. MIT Press 1999 $65.00 Cloth 0262194074


Rosenzweig, Mark R. Biological Psychology: An Introduction To Behavioral, Cognitive, And Clinical Neuroscience. Sinauer Associates 1999 $76.95 Cloth 0878939719

Comparative Hearing: Fish And Amphibians; Ed. By Richard R. Fay. Springer-Verlag 1999 $89.95 Cloth 038794704

Scarl, Laurie C. Essentials Of Anatomy And Physiology. F.A. Davis 1999 $33.95 Paper 0803604076

Mackinnon, Laurel T. Advances In Exercise Immunology. Human Kinetics 1999 $49.00 Cloth 0880115629

Mcrea, Duncan Everett, 1957- Practical Protein Crystallography. Academic 1999 $89.95 Cloth 0124860524

Glezerman, Tatjana. Language, Thought, And The Brain. Kluwer 1999 $79.50 Cloth 0306460653


Comparative Hearing: Insects; Ed. By Ronald R. Hoy. Springer-Verlag 1998 $89.95 Cloth 0387946829

Advances In Synaptic Plasticity; Ed. By Michel Baudry. MIT Press 2000 $65.00 Cloth 0262046068

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withstand longer development and publishing path. While not diminishing the scholarly vitality of these fields, the collection of metaphors that faculty in these areas use to talk about their disciplines is different and has a significant effect on how educators in these "fuzzy" areas view scholarly communication. Longer treatises with significant academic apparatus are expected to be part of the package that tenure candidates bring to the table. The norm in these areas is reflected by the painstakingly long hours of research spent alone over stacks of books. The educational fodder of these areas is the past. What more is there to discover about Plato unless something old is found and brought into the present, introduced into a fixed system, to cause reevaluation and review and hopefully some chaos? Yet, the world is a richer educational agora because Plartic study is extremely important.

Vacuums are wonderful devices to clean the carpet, but they hardly provide the best surrounding for inspired research. Genius necessitates a thorough understanding of the current parameters of a given field. Genius also requires a Kierkegaardian "leap of faith" to a new framework. The e-revolution allows for a quicker, cooperative, and more global way in which to conduct investigation. Just as the electronic market is putting pressure on manufacturers to unify pricing (due to the ease of checking prices across internet time and space), the electronic scholarly community will put pressure on researchers to take into account a much larger information view before dispensing results.

The book should not stand as a bulwark against progress in an area, scholarly communication, where change is the norm and innovation the key to educational development. The next several years will bring new challenges and opportunities. A recent grant by the Mellon Foundation provides the capa for a reevaluation of scholarly communication and the university press. The timing could not be better. We must get ourselves out of the current information container before we find out that it's been closed for the good of all.

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* Fundamentals Of Neural Network Modeling: Neuropsychology And Cognitive Neuroscience, Ed. By Randolph W. Parks. MIT Press 1998 $60.00 Cloth 0262161753

* Biochemistry Of Exercise XI; Ed. By Mark Hargreaves. Human Kinetics 1999 $60.00 Cloth 0880117583

* Redish, A. David. Beyond The Cognitive Map: From Place Cells To Episodic Memory. MIT Press 1999 $45.00 Cloth 0262181940


* Carlino, Andrea. 1960s - Books Of The Body: Anatomical Ritual And Renaissance Learning;

Trans. By John Tedeschi. Univ Of Chicago 1999 $29.00 Cloth 0226092879

* Where Biology Meets Psychology; Ed. By Valerie Gray Hardcastle. MIT Press 1999 $55.00 Cloth 0262082764

* Masoro, Edward J. Challenges Of Biological Aging. Springer Publishing 1999 $38.95 Cloth 0826112773


* Introduction To Cellular Signal Transduction; Ed. By Ari Sitaramaya. Birkhauser 1999 $75.00 Cloth 0817639289

* Traub, Roger D. Fast Oscillations In Cortical Circuits. MIT Press 1999 $50.00 Cloth 0262201186

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