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| John Hunt Publishing - **Iff Books** - announces the new title | | |
| **Mental Penguins** The Neverending Education Crisis and the False Promise of the Information Аge  Ivelin Sardamov  Professor Ivelin Sardamov draws on key findings in neuroscience to explain the waning interest in and knowledge of complex social issues in the United States and around the world. Attributing this trend primarily to the effects of information overload, ubiquitous screens and constant access to the internet, Sardamov argues that chronic over-stimulation generated by the current sociotechnological environment fosters addictive tendencies in today's young people.  **Author Bio** Ivelin Sardamov (Ph.D., University of Notre Dame) has published some of the first peer-reviewed articles linking differences and changes in political culture and social identity to neuroplasticit. He teaches political science at the American University in Bulgaria. Online: [Facebook](https://www.facebook.com/ivelin.sardamov), [Blog](http://sardamov.blogspot.com/), [Twitter](http://www.twitter.com/#!/@isardamov)  **Endorsements** *I literally could not put this book down. Prof. Sardamov makes a passionate, meticulously-researched and utterly compelling case for reinstating reading (yes: old-fashioned text-based reading) at the heart of formal education. No UK or US academic at the moment would dare to write this book—but, boy, do we need it! Buy it, read it and send a copy to your favourite politician.* ***Sue Palmer*** *(Literacy specialist, author of Toxic Childhood and Upstart)*  **Promotional Plans** Promotion via author website/blog articles and social media platforms, as well as through author's professional network including colleagues and former students.  **USP** This book is unique in its examination of the overall impact of information technology on students' minds, brains, and motivation to learn.  **Categories** COMPUTERS (General)(COM079010) -> Social Aspects (General)(COM079010) -> Human-Computer Interaction(COM079010) SCIENCE (General)(SCI089000) -> Life Sciences (General)(SCI089000) -> Neuroscience(SCI089000) EDUCATION (General)(EDU029000) -> Teaching Methods & Materials (General)(EDU029000) |  | **Publication Date** May 2017  **Paperback** ISBN: 978-1-78535-342-0 $25.95  |  £14.99 8.5x5.5 inches | 216x140 mm 240PP  **e-book** ISBN: 978-1-78535-343-7 $12.99  |  £9.99  **Library of Congress** 2016939770 |
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