



The Cognitive Psychology of Proper Names

By Serge Bredart, Tim Brennen, Tim Valentine

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It's on the tip of my tongue, but I can't remember her name." Lots of people have difficulty remembering people's names, even though they can easily recall other information about the person. As memory and retrieval processes are central to cognitive psychology and neuropsychology the study of proper names makes a fascinating and practical focus of study. Using an information processing approach, Valentine, Brennen and Bredart consider evidence from speech production, face recognition and word recognition to develop a new functional model of the production and recognition of people's names.

This book will be valuable to all those studying cognitive psychology, cognitive neuropsychology and linguistics. It makes a suitable text for higher level undergraduates and postgraduates and those engaged in research.

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