

NAUTILUS PRESS

MEDIA KIT

2020

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BERNARD BAARS, PHD

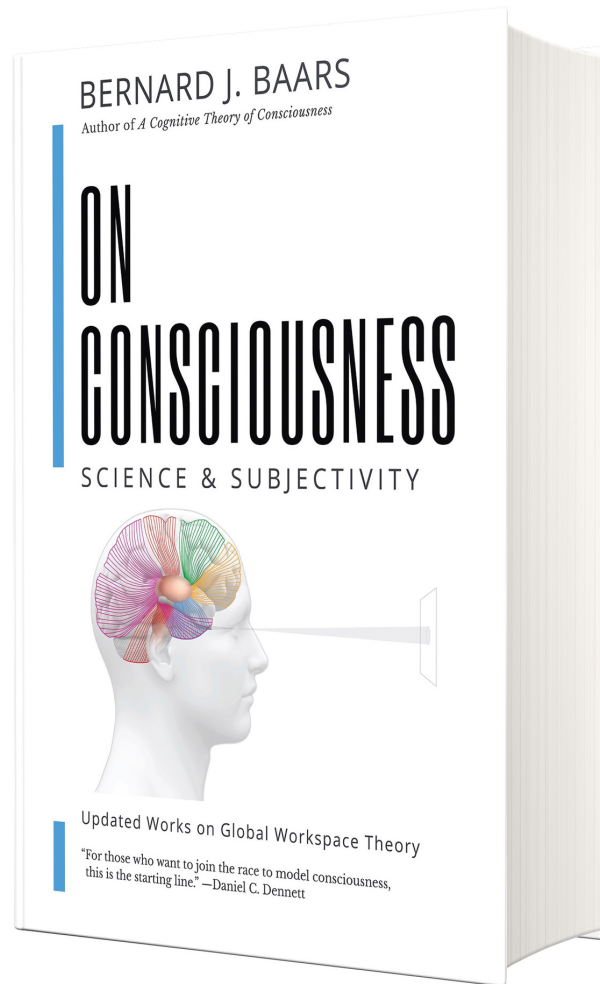
One of the founders of the modern science of consciousness, Bernard Baars is the originator of Global Workspace Theory (GWT), and an acclaimed author in psychobiology. A cognitive scientist by training and a preeminent theoretician working the field today, Dr. Baars has published 13 books, and over 162 scientific papers, chapters, essays, and articles in esteemed science journals, garnering more than 20,000 citations to date.

To download his full CV, please click [here](#). For short bio, click [here](#).

AWARDS & HONORS

Dr. Baars is the recipient of the 2019 Hermann von Helmholtz Life Contribution Award by the International Neural Network Society. Life contribution awards recognize outstanding individuals whose scientific life contribution to the field of neural networks was proven to be paradigm changing and long lasting.

His recent textbook *Fundamentals of Cognitive Neuroscience*, with co-author Nicole Gage, PhD, was awarded the 2019 Textbook Excellence Award by the TAA.



ABOUT THE BOOK

Comprised of four parts spanning 1988 to 2013, Bernie Baars' new book *ON CONSCIOUSNESS: Science & Subjectivity – Updated Works on Global Workspace Theory* form a coherent effort to organize a large and growing body of scientific evidence about conscious brains.

Global Workspace Theory (GWT) is a widely used framework for our rapidly accumulating body of evidence. It is consistent with our current knowledge, and can be enriched to include other aspects of human experience. GWT has developed inductively, beginning with the best evidence available and emerging as a cognitive architecture.

■ PART I

Consciousness Explored:
Making Sense of the Evidence

■ PART II

A Scientific Approach to
Consciousness

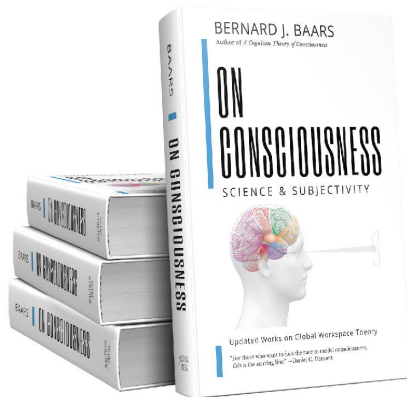
■ PART III

A Cognitive Theory of
Consciousness

■ PART IV

Global Workspace Dynamics
(GWD): Cortical "binding and
propagation" in a population of
loosely coupled signaling
elements

PRESS RELEASE



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FOR IMMEDIATE RELEASE

NEW BOOK from One of The Founders of The Modern Science of Consciousness, Bernard J. Baars, PhD

ON CONSCIOUSNESS: Science & Subjectivity – Updated Works on Global Workspace Theory

New York, NY, July 02, 2020 - Acclaimed author in psychobiology and one of the founders of the modern science of consciousness, Bernard J. Baars, PhD - recipient of the 2019 Hermann von Helmholtz *Life Contribution Award* - published a new book, *ON CONSCIOUSNESS: Science & Subjectivity – Updated Works on Global Workspace Theory*. Best known as originator of Global Workspace Theory (GWT) and *Global Workspace Dynamics*, a theory of human cognitive architecture, cortical function, and consciousness, his book forms a coherent effort to organize a large and growing body of scientific evidence about conscious brains. Global Workspace Theory (GWT) is widely applied as a theoretical framework for the role of conscious and unconscious events in the functioning of the brain. A consistent set of ideas about consciousness based on a great deal of psychological evidence, going back over the last two centuries or more. Consciousness is a fundamental scientific question of life. Elucidating its biological and psychological bases could therefore pave the way for major breakthroughs in basic science and clinical medicine.

“Brilliant! *ON CONSCIOUSNESS: Science & Subjectivity* raises a high bar for all future exploration in the field.”

- Deepak Chopra, MD

“A magnum opus! Baars fundamentally changed the scientific study of consciousness over 30 years ago and has done it again in this stimulating update, proposing novel predictions and drawing on latest research in cognitive science.”

- Scott Barry Kaufman, PhD

“Many exciting insights of the brain’s complex workings.
An enjoyable read by an expert authority.”

- György Buzsáki, MD, PhD

“A stunning achievement.”

- Patricia Churchland, PhD

Click [here](#) to purchase your copy now!

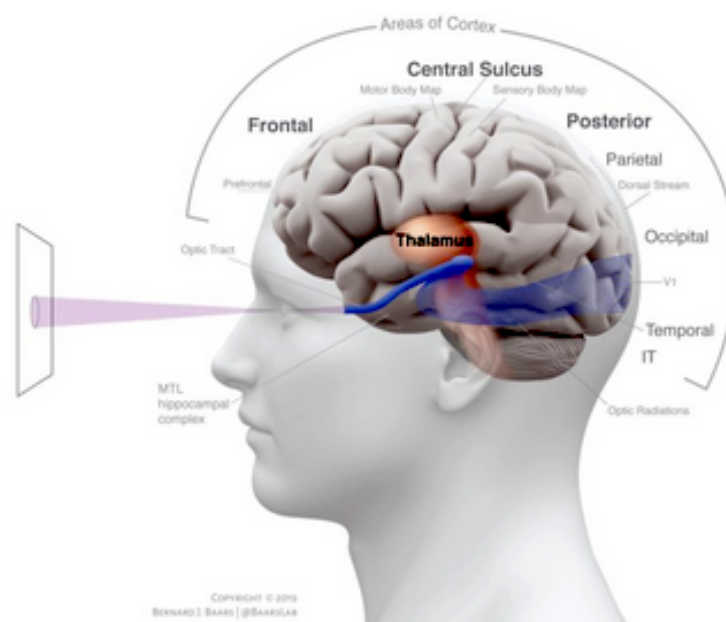
Click [here](#) to read an excerpt from *ON CONSCIOUSNESS!*

All interview and review copy requests can be sent to our PR representative, Elle Allen: elle@thenautiluspress.com

BOOK EXCERPT

CORTEX IS THE ORGAN OF MIND.

The double-decker cortex, both the outer neocortex and the inner paleocortex, were proposed to be the “organ of mind,” as pioneering neurosurgeon Wilder Penfield wrote, based on 1,200 open brain-surgeries in conscious epileptic patients at the Montreal Neurological Institute from the 1920s to the 1950s. Speculation along those lines goes back more than two thousand years to the School of Hippocrates of Cos. But proof positive has been extremely difficult to obtain, and it has taken long-term research programs with advanced brain imaging to settle the question. This image shows the physical stimulation of the fovea, the functional center of the retina, roughly a 1000×1000 array of dense receptors (Part IV, Figure 1b).



The retinal array is mirrored point-to-point in the visual thalamus (LGN), and again in the first visual projection region called V1. Critically, the connectivity of LGN and V1 is bidirectional, with any minicolumn in LGN linking to a minicolumn in V1, and vice versa. This would seem to risk an explosive feedback loop, but the waking cortex runs very well in the normal, healthy brain.

This puzzling wiring style led Gerald M. Edelman to propose that the cortex operates “near criticality,” so that it is ready for any sensory input or output. Perturbing the delicately oscillating cortex can ignite a rapid broadcast, corresponding reportable visual experiences. Global Workspace Dynamics (GWD) suggests this core idea for visual consciousness.

REVIEWS

"A bird's eye view of the brain with many exciting insights of its complex workings. An enjoyable read by an expert authority."

- **György Buzsáki, MD, PhD**

"A clear-eyed, open-minded analysis of the problems of consciousness, and a wide-ranging synthesis of a variety of approaches. For those who want to join the race to model consciousness, this is the starting line."

- **Daniel Dennett, PhD**

"Baars has done vastly more than metaphor-slinging philosophers to make progress on the topic. This corpus is a stunning achievement."

- **Patricia Churchland, PhD**

"No scholar understands consciousness as well as Bernard Baars, and few can express this understanding as lucidly. Dr. Baars' latest book is a magnificent transdisciplinary achievement."

- **Stanley Krippner, PhD**

"The works of Bernard Baars collected here are among the foundational texts of the scientific study of consciousness. Their influence in cognitive science and philosophy of mind is enormous, and their impact on my own thinking has been profound."

- **Murray Shanahan, PhD**

"A landmark effort to comprehensively address, in an accessible way, the various dimensions of the global workspace, from its cognitive architecture to the living brain dynamics through which it is manifest. "On Consciousness" is an indispensable addition to the library of both students and experts who study consciousness."

- **George Mashour, MD, PhD**

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**A MAGNUM OPUS! BAARS
FUNDAMENTALLY CHANGED
THE SCIENTIFIC STUDY OF
CONSCIOUSNESS AND HAS
DONE IT AGAIN!**

• **SCOTT BARRY KAUFMAN** •

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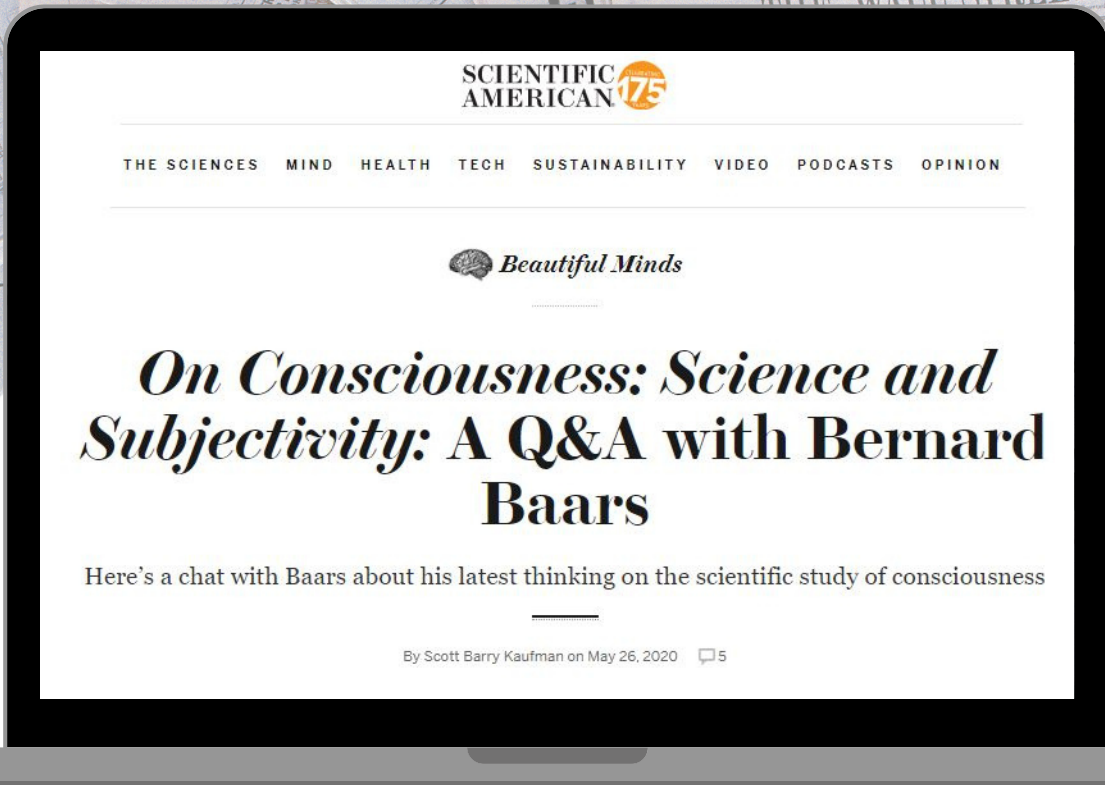
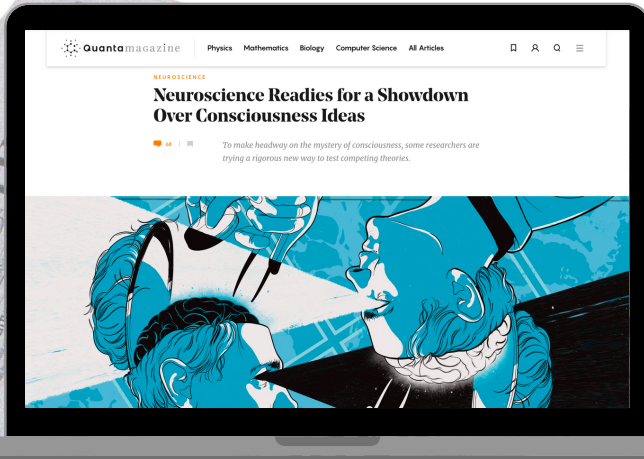
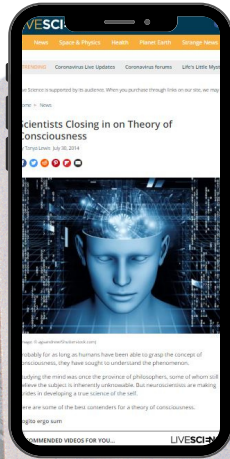
**BRILLIANT! ON
CONSCIOUSNESS: SCIENCE
& SUBJECTIVITY RAISES A
HIGH BAR FOR ALL FUTURE
EXPLORATION IN THE FIELD.**

• **DEEPAK CHOPRA, MD** •

MEDIA COVERAGE

Bernard Baars' theories and published works have featured in major media outlets, including *Scientific American* and *Wired*.

To submit a media request, please email our publicist: elle@thenautiluspress.com



PODCAST

Dr. Baars co-hosts a bi-weekly podcast with David Edelman, a neuroscientist and Visiting Scholar in the Department of Psychological and Brain Sciences at Dartmouth College. Baars & Edelman are joined by the world's foremost leaders in science, business, the arts and humanities to discover the conscious brain and reveal exciting new findings.



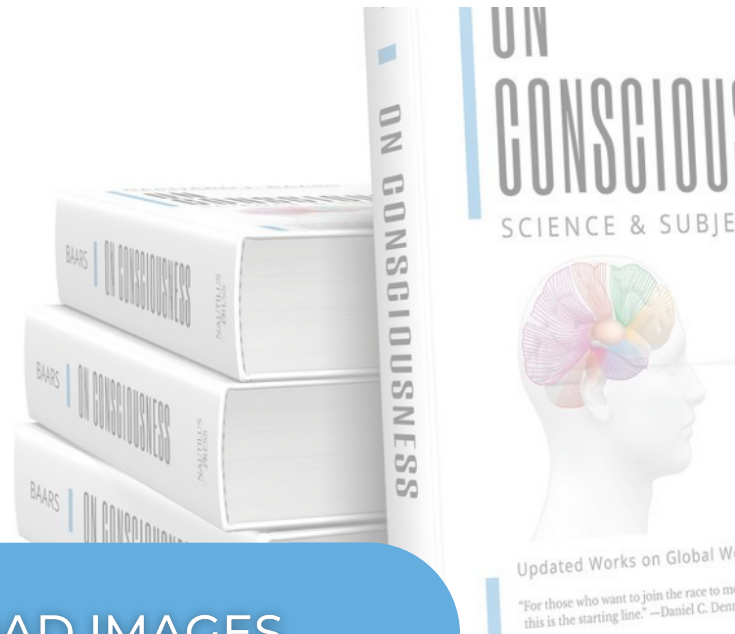
WAYS TO LISTEN



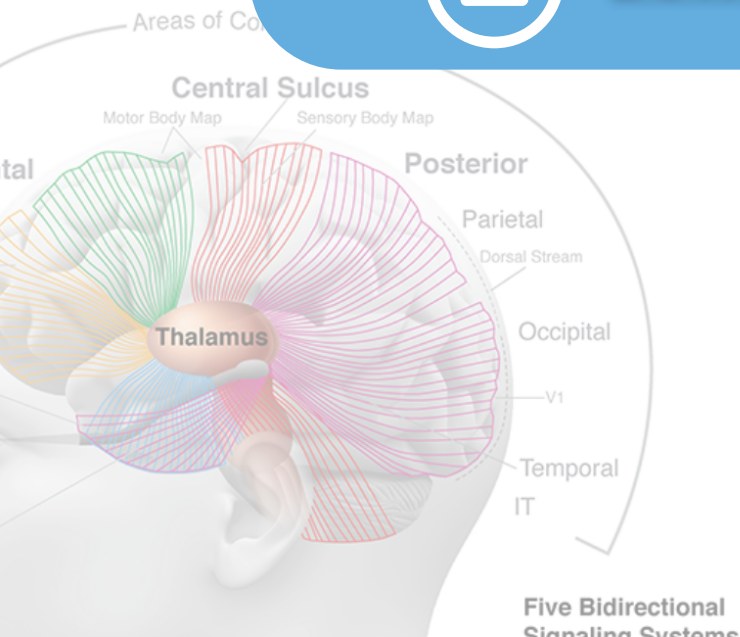
PRESS PHOTOS

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ON CONSCIOUSNESS

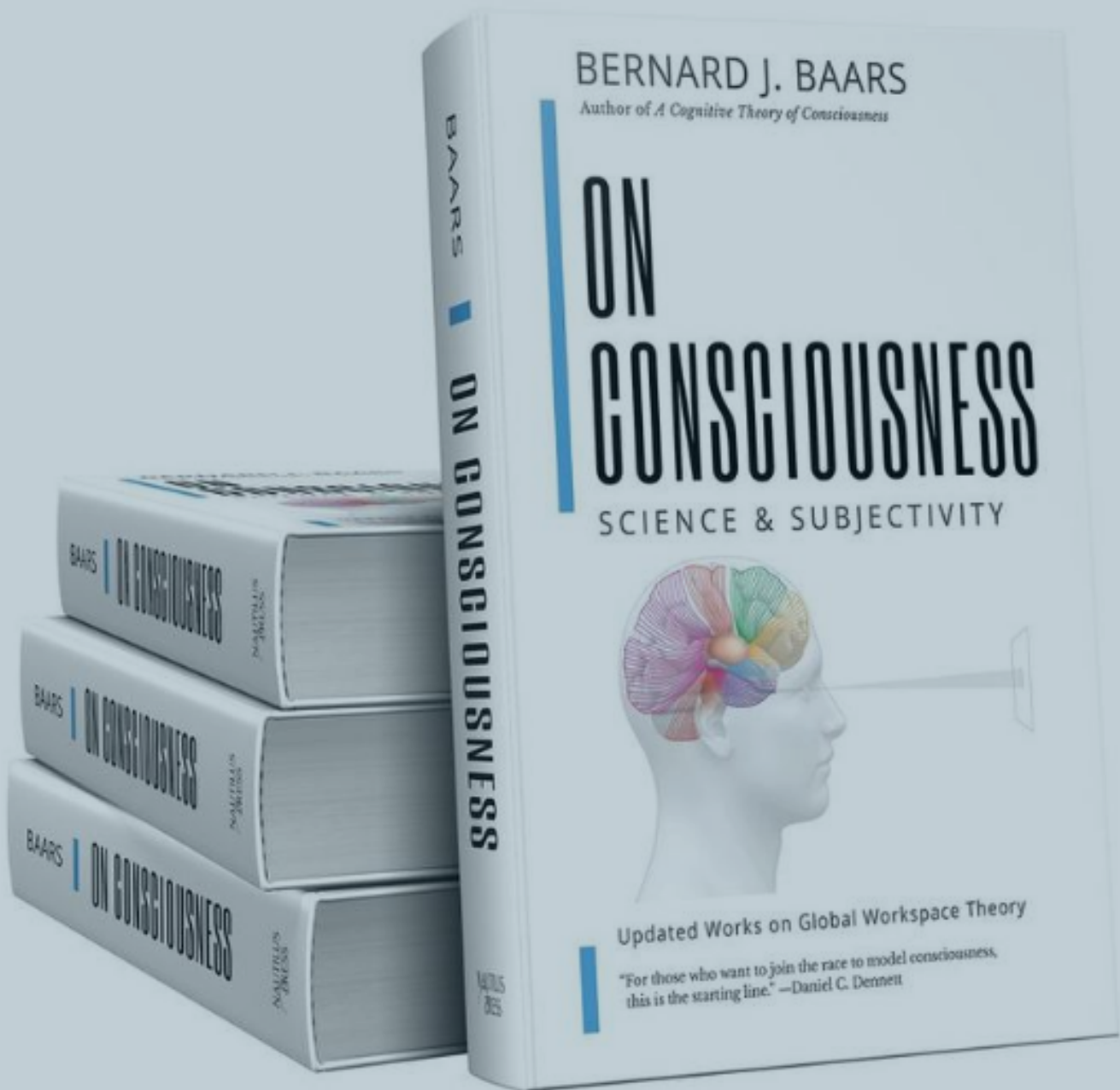


SAMPLE INTERVIEW TOPICS

- What can we know about the minds of other people?
- Why is it important to consider the psychobiology of consciousness?
- What can the arts teach the mindbrain sciences?
- Is there evidence of consciousness in animals and machines?
- Could the internet become conscious?
- Can science explain consciousness?

SAMPLE INTERVIEW QUESTIONS

- How did you get interested in the scientific study of consciousness?
- What is the proposed biological function of consciousness?
- What is Global Workspace Theory?
- How does modern science go about studying consciousness?
- What does Global Workspace Theory predict about conscious cognition?
- Has there been scientific progress?



All inquiries can be sent to our publicist:
elle@thenautiluspress.com