

"Most of us believe we form images — what else do you do when describing the contents of a room you know well but are not then in? But until very recently, it was not a legitimate part of experimental psychology. Kosslyn has shaped imaging into a field of research by showing how to manipulate images in various ways and how to measure the consequences. It is an exciting, controversial topic, one lying at the interface of psychology and artificial intelligence and one that challenges the view that thinking is entirely propositional."

— R. Duncan Luce, Harvard University

"Stephen Kosslyn is a creative and imaginative scientist. This work provides an important treatment of a long neglected field. I predict the start of intensive research on the phenomena of imagery, all traceable to this book."

— Donald A. Norman, University of
California, San Diego

"Kosslyn's work is an impressive contribution to the study of imagery, and more generally, the study of thought and mental representation. His probing analysis and ingenious and carefully contrived experimental program significantly advance understanding of difficult and important questions of cognitive psychology."

— Noam Chomsky, M.I.T.