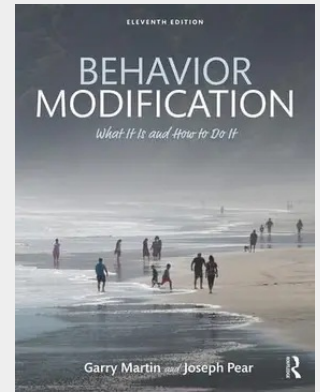


Behavior Modification

What It Is and How To Do It

Behavior Modification: What It Is and How to Do It is a comprehensive, practical presentation of the principles of behavior modification and guidelines for their application. Appropriate for university students and for the general reader, it teaches forms of behavior modification ranging from helping children learn necessary life skills to training pets, to solving personal behavior problems. It teaches practical "how-to" skills, including: discerning long-term effects; designing, implementing, and evaluating behavioral programs; interpreting behavioral episodes; observing and recording behaviors; and recognizing instances of reinforcement, extinction, and punishment. Behavior Modification is ideal for courses in Behavior Modification, Applied Behavior Analysis, Behavior Therapy, the Psychology of Learning, and related areas; and for students and practitioners of various helping professions (such as clinical psychology, counselling, education, medicine, nursing, occupational therapy, physiotherapy, psychiatric nursing, psychiatry, social work, speech therapy, and sport psychology) who are concerned directly with enhancing various forms of behavior development. The material is presented in an interesting, readable format that assumes no prior knowledge of behavior modification or psychology. Specific cases and examples clarify issues and make the principles real. Guidelines throughout provide a ready source to use as a reference in applying the principles. Online resources, including an instructor's manual, are available at www.routledge.com/9780815366546.

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165,50 €

165,50 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780815366546

Medium: Buch

ISBN: 978-0-8153-6654-6

Verlag: Taylor & Francis Ltd (Sales)

Erscheinungstermin: 18.02.2019

Sprache(n): Englisch

Auflage: 11th Auflage

Produktform: Kartoniert

Gewicht: 1066 g

Seiten: 424

Format (B x H): 216 x 277 mm

