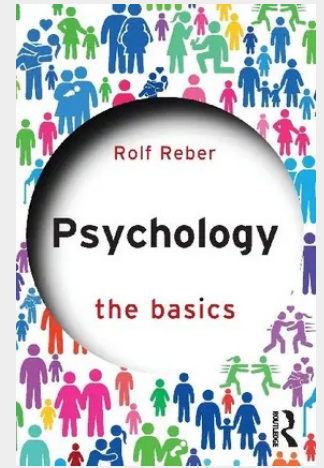


Psychology

The Basics

This compact introduction is the ideal primer for anyone looking for an accessible overview of the basic principles of psychology, the fascinating science of mind and behavior. In everyday life we often ask why people act the way that they do, especially when we encounter or hear about puzzling behavior. Psychology: The Basics introduces everyday explanations of behavior, considering them through a psychological lens. Illustrating how behavior can be explained through fundamental psychological principles, the book covers the core areas of cognitive, developmental, and social psychology as well as behaviorism, the human brain, our emotions, personality and individual differences, and psychological disorders. This book, which includes further reading in each chapter for those wishing to study more deeply, is the perfect easy-to-understand introductory text for students, teachers, health personnel, human resource managers, administrators, and anyone interested in the human mind and behavior.

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