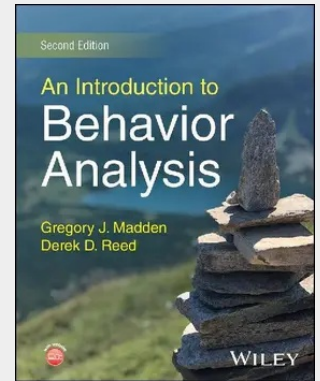


An Introduction to Behavior Analysis

The latest edition of the gold standard in introductory behavior analysis texts In the newly revised second edition of *An Introduction to Behavior Analysis*, a team of experienced researchers delivers an engaging and comprehensive introduction to the theoretical fundamentals and applications of behavior analysis. The authors focus on practical issues encountered by practicing behavior analysts, including Pavlovian and operant learning, reinforcement and punishment, motivation and stimulus control, and other key concepts in the field. The book clearly articulates and defends the philosophical assumptions and overarching goals of behavior analysis. It describes objective data collection, experimental methods, and data analysis in the context of modern psychology. You'll also find: - Core behavioral analysis principles explained in an accessible way that are appropriate for introductory audiences - Expert discussions of a variety of common behavior issues, including language, substance-use disorders, and psychological disorders - Up-to-date examinations of the latest empirical research and theory, along with identifications of areas that require further data and study - Complimentary access to a companion website containing PowerPoint slides and a test bank for each chapter Perfect for students undertaking their first course in behavior analysis or behavior modification, *An Introduction to Behavior Analysis* is also a must-read for trainees pursuing certification through the Behavior Analysis Certification Board and for students of the applied psychological sciences.

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