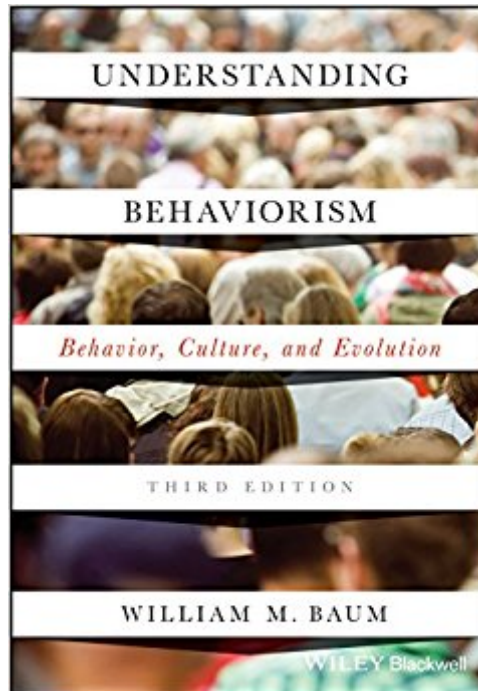




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# Understanding Behaviorism: Behavior, Culture, And Evolution



## Synopsis

Understanding Behaviorism is a classic textbook that explains the basis of behavior analysis and its application to human problems in a scholarly but accessible manner. Now in its third edition, the text has been substantially updated to include the latest developments over the last decade in behaviour analysis, evolutionary theory, and cultural evolution theory. The only book available that explains behavior analysis and applies it to philosophical and practical problems, written by one of today's best-known and most highly respected behaviorists. Explores ancient concepts such as purpose, language, knowledge, and thought, as well as applying behavioural thinking to contemporary social issues like freedom, democracy, and culture. Part of the new evolutionary perspective for understanding individual behavior in general and culture in particular. "culminates with practical approaches to improving the lives of all humanity"

## Book Information

File Size: 3209 KB

Print Length: 297 pages

Page Numbers Source ISBN: 1119143640

Publisher: Wiley-Blackwell; 3 edition (January 3, 2017)

Publication Date: January 3, 2017

Sold by: Digital Services LLC

Language: English

ASIN: B01MY59HED

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #289,873 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #75

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## Customer Reviews

This is a comprehensive textbook about behaviorism--its relation to science and psychology, its history, its impact, and its future. Baum gets detailed and in-depth, though the book leaves me wishing textbooks didn't have that "textbook" feel. This took me back to college, and not necessarily in the most pleasant way. I'm sure textbooks are laid out and designed the way they are for a reason (hopefully because it works, and not just precedence), but what is thoroughly engaging information comes off dry and hard to swallow. Baum even injects wisps of personality here and there, so rare for textbooks; but the layout and barrage of information fall into the typical trap. I'm sure students of psychology will find a lot to take away here--3 stars isn't a bad ranking, remember. But speaking more as a reader who just wanted to learn, and as someone who read his fair share of collegiate texts, this book made me long for a textbook that didn't feel like a "textbook." Because if anyone with any subject could pulled it off, I feel like it would be Baum and behaviorism.

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