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Helps readers understand and appreciate behavior analysis Since the first edition of Principles of Behavior, the authors have sought to address the unique needs of students. This title has been written so that students of all levels will benefit from a solid introduction to the principles of behavior. The authors have laid the ground work for behavior analysis through an exploration of experimental, applied, and theoretical concepts. Case studies and everyday examples help readers apply principles of behavior to real life. MySearchLab is a part of the Malott/Trojan program. Research and writing tools, including access to academic journals, help students explore behavioral analysis in even greater depth. To provide students with flexibility, students can download the eText to a tablet using the free Pearson eText app. This title is available in a variety of formats - digital and print. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, Amazon, and more.

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This popular text gives students a comprehensive and readable introduction to contemporary issues in learning and behaviour, while providing balanced coverage of classical and instrumental conditioning.

LEARNING AND BEHAVIOR, Seventh Edition, is stimulating and filled with high-interest queries and examples. Based on the theme that learning is a biological mechanism that aids survival, this book embraces a scientific approach to behavior but is written in clear, engaging, and easy-to-understand language. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Continuing the tradition of excellence established in previous editions, distinguished researcher, practitioner, and educator Alan Kazdin integrates pioneering and recent research with discussions and examples for altering behavior and the conditions that influence their effectiveness. The Seventh Edition reflects several developments within the field of behavior modification, without diminishing an essential emphasis on applied research and intervention techniques. Kazdin has expanded and refined discussions of functional behavioral assessment, antecedent events and their influence on behavior, assessment options, ensuring the quality of assessment, data evaluation, and ethical and legal issues. New to this edition is an Appendix to guide a behavior-change project that focuses on applying the content of the book in everyday life. In addition to comprehensive coverage and lucid explanations of how assessment, evaluation, and intervention work together to improve the care of individuals, the text contains many learning-oriented features, such as chapter outlines that convey content, direction, and key points; practical examples of principles and techniques; an abundant number of tables that summarize important concepts; exercises for designing or evaluating a specific intervention or for changing a program that is not working; and a list of key terms at the end of the chapters. By completing the exercises and understanding the terms, students can master the core content of the chapters. This outstanding text enables students and professionals with varied interests to implement effective techniques with individuals and in contexts where behavior change is desperately needed in a world challenged by a wide range of social problems.

Offering a variety of innovative teaching tools, INTRODUCTION TO LEARNING AND BEHAVIOR, 5th Edition provides a clear introduction to the principles of learning and behavior. Designed to strike a balance between basic principles and their practical application, it provides an engaging outline of the behavioral approach to psychology and its relevance for understanding and improving the world we live in. This edition includes a new emphasis on behavior self-management -- including an appendix on tactics of behavior self-management as well as Study Tip boxes advising students on a range of study

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behavior issues, from how to best read a textbook to the use of stimulus control procedures to increase concentration and reduce procrastination. Instructors who include self-management projects as a course assignment may particularly appreciate this material. As with past editions, numerous opportunities for review and self-testing help students maximize their understanding and retention. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Sections on important areas such as spread spectrum, cellular communications, and orthogonal frequency-division multiplexing are provided. * Computational examples are included, illustrating how to use the computer as a simulation tool, thereby allowing waveforms, spectra, and performance curves to be generated. * Overviews of the necessary background in signal, system, probability, and random process theory required for the analog and digital communications topics covered in the book.

Highly regarded for its clarity and depth of coverage, the bestselling Principles of Highway Engineering and Traffic Analysis provides a comprehensive introduction to the highway-related problems civil engineers encounter every day. Emphasizing practical applications and up-to-date methods, this book prepares students for real-world practice while building the essential knowledge base required of a transportation professional. In-depth coverage of highway engineering and traffic analysis, road vehicle performance, traffic flow and highway capacity, pavement design, travel demand, traffic forecasting, and other essential topics equips students with the understanding they need to analyze and solve the problems facing America ' s highway system. This new Seventh Edition features a new e-book format that allows for enhanced pedagogy, with instant access to solutions for selected problems. Coverage focuses exclusively on highway transportation to reflect the dominance of U.S. highway travel and the resulting employment opportunities, while the depth and scope of coverage is designed to prepare students for success on standardized civil engineering exams.

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