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Sommario/riassunto	Learning and Memory provides students with a clear, balanced, and integrated presentation of major theoretical perspectives foundational to the study of human learning and memory. Author Darrell Rudmann uses an engaging personal writing style appropriate for students with little or no previous background in psychology to discuss topics including the major behaviorism theories of learning, modern cognitive theories of memory, social learning theories, the roles of emotion and motivation in learning, and the well-established neurological underpinnings of these perspectives. A concluding chapter on learning and memory concepts in the real world shows students to how these concepts are applied in various industries, from advertising to education and the media.