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Autore	Leslie Julian C.
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Descrizione fisica	1 online resource (241 p.)
Collana	Essential psychology series
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Soggetti	Behaviorism (Psychology)
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Book title; Contents; Preface; Acknowledgements; Chapter 1 Opening Statement; Chapter 2 An Introduction to Behaviour Analysis; Chapter 3 Basic Principles of Behaviour Analysis; Chapter 4 Further Principles of Behaviour Analysis; Chapter 5 Behavioural Neuroscience; Chapter 6 Applied Behaviour Analysis; Chapter 7 Language and Cognition; Further reading; References; Possible answers to study questions; Author index; Subject index
Sommario/riassunto	This book sets out the conceptual framework of behavior analysis, outlines the basic principles and findings of this scientific approach to human behavior, and shows how behavior analysis can deal with the important topics of behavioral neuroscience, resolution of human behavioral problems in applied behavior analysis, and human language and cognition. The biological basis of behavior analysis and human psychology is stressed, as is the continuity of psychological processes between human being and other animal species.