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Nota di contenuto	<p>""THE POWER OF REINFORCEMENT""; ""CONTENTS"";</p> <p>""ACKNOWLEDGMENTS""; ""INTRODUCTION""; ""Part I: MYTHS AND MISREPRESENTATIONS OF REINFORCEMENT""; ""1. REINFORCEMENT AS a €œRAT PSYCHOLOGYa€?""; ""2. INSULTS AND MISCHIEVOUS MISREPRESENTATIONS: M&amp;Ms for the Retarded""; ""3. CARROT-AND-STICK CONTROL, BRIBERY, AND VALUE""; ""4. THE MYTH THAT a €œEXTRINSIC REWARDS UNDERMINE INTRINSIC INTERESTa€?""; ""5. THE REALITY OF EXTRINSIC REWARDS AND INTRINSIC MOTIVATION""; ""6. REINFORCEMENT CRUSHES CREATIVITY""; ""7. REINFORCEMENT CREATES CREATIVITY""</p> <p>""8. THE MYTH THAT IMITATION AND INSTRUCTION FOLLOWING INVALIDATE REINFORCEMENT THEORY""""Part II: FOR BETTER OR WORSE. IN SICKNESS AND IN HEALTH: Reinforcement in Action""; ""9. REINFORCEMENT OF ACHIEVEMENT AND UNDERACHIEVEMENT""; ""10. REINFORCEMENT IN EDUCATION""; ""11. REINFORCEMENT IN DRUG USE, ABUSE, AND TREATMENT""; ""12. REINFORCEMENT AND CRIME, MISCONDUCT, AND CORRECTION""; ""13. REINFORCEMENT IN THE CAUSE, COURSE, AND CORRECTION OF DEPRESSION, CHRONIC PAIN, AND ILLNESS""; ""REFERENCES""; ""APPENDIX 1: The Selection of Behavior""; ""APPENDIX 2: Basic Terms""; ""NAME INDEX""; ""A"" ""B""""C""; ""D""; ""E""; ""F""; ""G""; ""H""; ""J""; ""K""; ""L""; ""M""; ""N""; ""O""; ""P""; ""R""; ""S""; ""T""; ""V""; ""W""; ""Y""; ""Z""; ""SUBJECT INDEX""; ""A""; ""B""; ""C""; ""D""; ""E""; ""F""; ""G""; ""H""; ""I""; ""J""; ""K""; ""L"";</p>

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Sommario/riassunto

Makes the controversial argument that reinforcement is a real and valuable force in human behavior.