

Psychology



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The accomplished author team of Phillip Zimbardo (APA president 2001-2002), Bob Johnson and Ann Weber once again present psychology to both teachers and students in a meaningful, manageable format. Each chapter of this brief, less expensive textbook focuses on the key questions and core concepts of psychology, supported by an extensive pedagogical structure designed to aid students. A wealth of instructive features, such as "Psychology in Your Life," "Using Psychology to Learn Psychology," and "Do it Yourself!" enhance student learning and retention of key psychological concepts. Psychology, Fifth edition integrates a cross-cultural and multicultural perspective to make psychology meaningful for all readers. This is all accomplished in a 14-chapter format, which is easier to integrate into a semester or quarter course.

作者介绍:

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