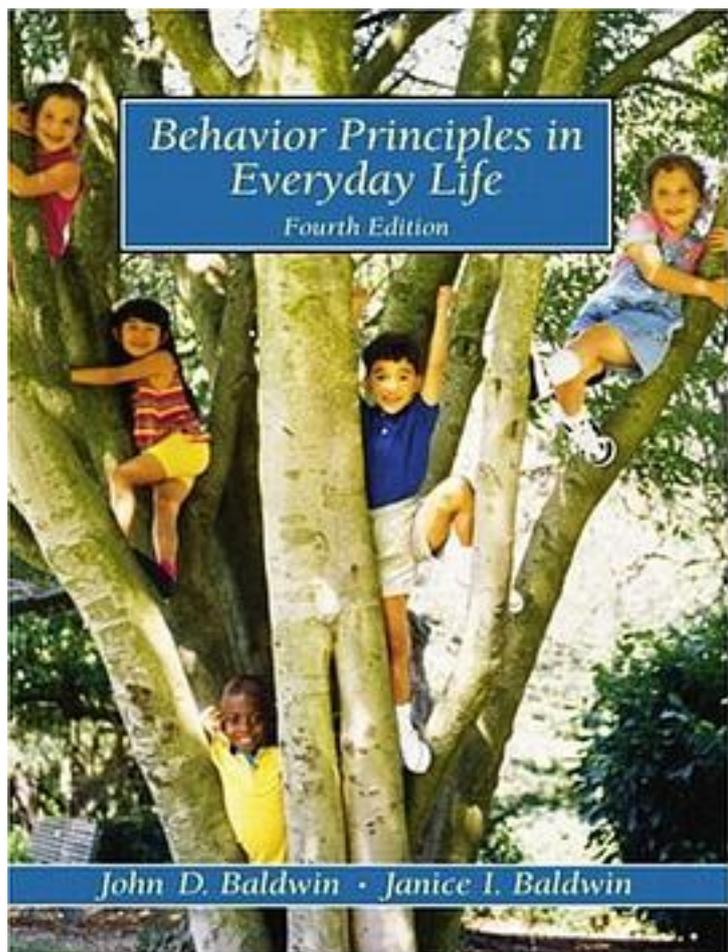# Behaviour Principles in Everyday Life

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著者:Baldwin, John D.

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For undergraduate psychology courses in Learning, Learning Theory, Behavior Modification, Behavioral Psychology, and Social Learning Theory. This text provides a comprehensive introduction to, and overview of, the major psychological principles of

behavior: operant conditioning, Pavlovian conditioning, social learning theory, and cognitive behaviorism. It closely links these basic abstract principles to relevant, concrete examples from everyday life-showing students how each behavior principle operates in easily understood settings, and how to apply them in complex natural situations.

作者介绍:

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