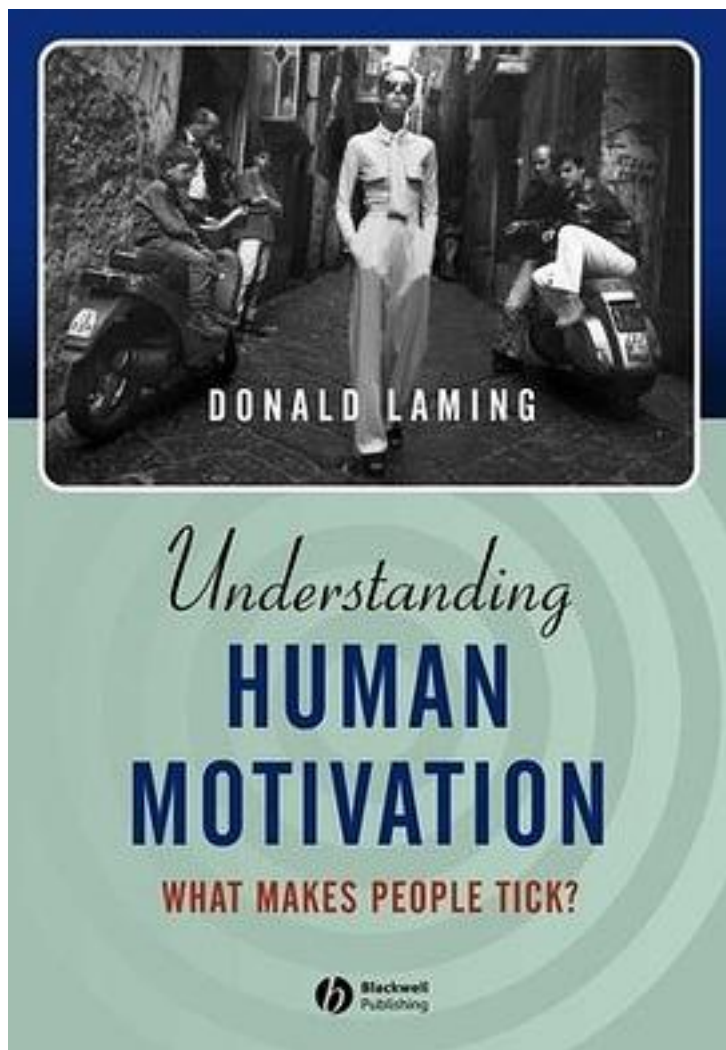


Understanding Human Motivation



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著者:Laming, Donald

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Understanding Human Motivation is a lively presentation of how factors such as biological nature, instinct, past experience, and society determine what we do. Draws on many different domains of human behavior and links together many motivational factors such as fear, sex, consciousness, and rage. Illustrates the theoretical bases of motivation through real-life examples and case studies. Written in accessible manner for use in courses.

作者介绍:

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