

Cengage Advantage Books



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出版者:Wadsworth Publishing

出版时间:2008-01-04

装帧:Loose Leaf

isbn:9780495505358

Filled with comprehensive, balanced coverage of classic and contemporary research, relevant examples, and engaging applications, this text shows you how psychology helps you understand yourself and the world, and uses psychological principles to illuminate the variety of opportunities you have in your life and your future career. While professors cite this bestselling book for its academic credibility and the authors' ability to stay current with 'hot topics,' students say it's one text they just don't want to stop reading. The text and associated workbook are highly readable, engaging, and visually appealing, providing you with a wealth of material you can put to use every day

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