

Introduction to Psychology



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Co-written by an author who garners more accolades and rave reviews from instructors and students with each succeeding edition, INTRODUCTION TO PSYCHOLOGY: GATEWAYS TO MIND AND BEHAVIOR, TWELFTH EDITION attracts and holds the attention of even difficult-to-reach students. The Twelfth Edition's hallmark continues to be its pioneering integration of the proven-effective SQ4R learning system (Survey, Question, Read, Reflect, Review, Recite), which promotes critical thinking as it guides students step-by-step to an understanding of psychology's broad concepts and diversity of topics. Throughout every chapter, these active learning tools--together with the book's example-laced writing style, discussions of positive psychology, cutting-edge coverage of the field's new research findings, and excellent media resources--ensure that users find the study of psychology fascinating, relevant, and above all, accessible.

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