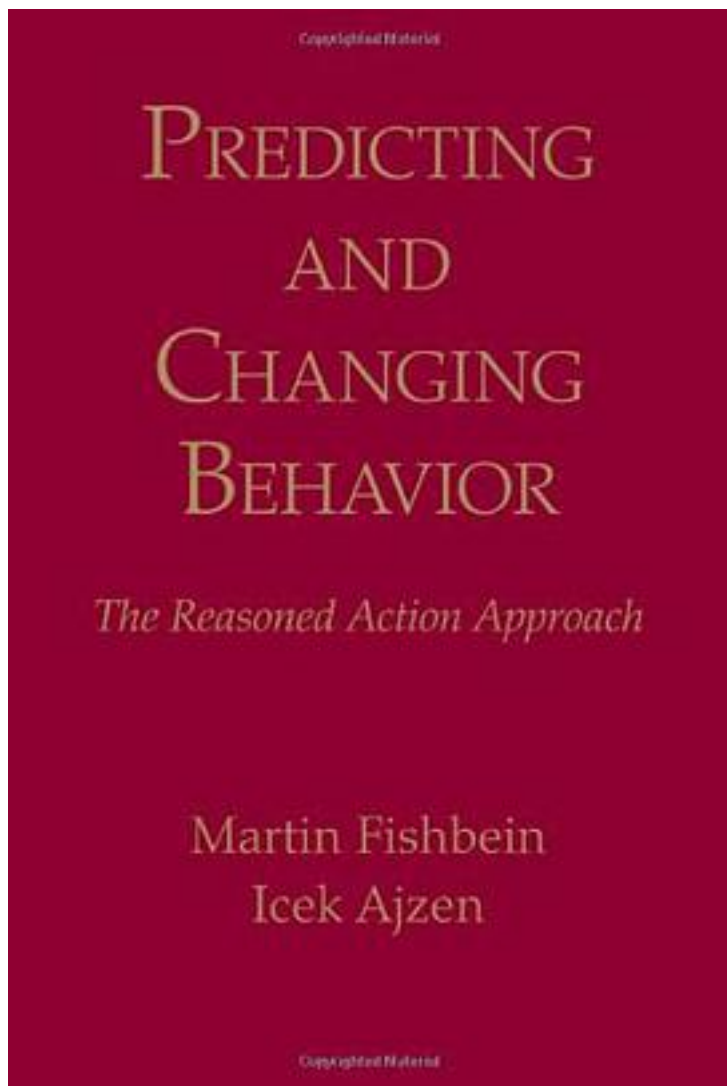


Predicting and Changing Behavior



[Predicting and Changing Behavior_下载链接1](#)

著者:Fishbein, Martin/ Ajzen, Icek

出版者:

出版时间:2009-7

装帧:

isbn:9780805859249

This book describes the reasoned action approach, an integrative framework for the prediction and change of human social behavior. It provides an up-to-date review of relevant research, discusses critical issues related to the reasoned action framework, and provides methodological and conceptual tools for the prediction and explanation of social behavior and for designing behavior change interventions.

作者介绍:

目录:

[Predicting and Changing Behavior_下载链接1](#)

标签

theory

psychology

E

评论

[Predicting and Changing Behavior_下载链接1](#)

书评

[Predicting and Changing Behavior_下载链接1](#)