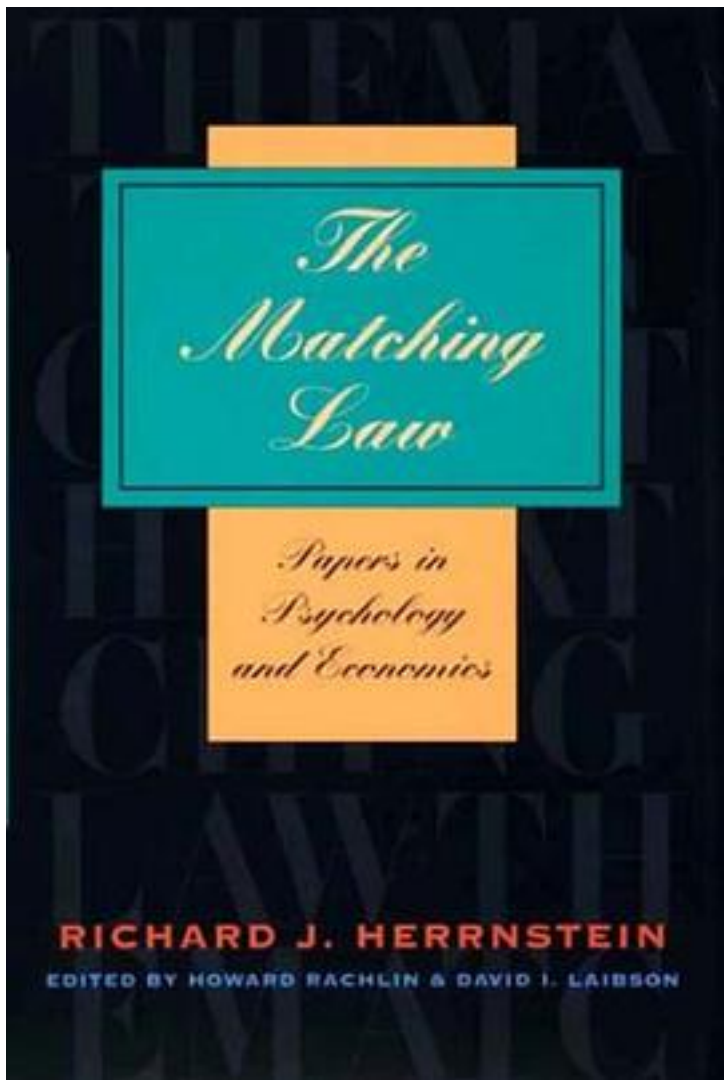


The Matching Law



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This collection consists of Richard Herrnstein's most important and original contribution to the social and behavioural sciences - his papers on choice behaviour in animals and humans and on his discovery and elucidation of a general principle of choice called the matching law.

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