Introduction to Psychology

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Rod Plotnik and Haig Kouyoumdjian's modular, visual approach to the fundamentals of psychology makes even the toughest concepts engaging and entertaining. As the pioneer of the magazine style approach, each and every page of Plotnik's "Introduction to Psychology, International Edition" has been individually formatted to thoughtfully emphasizes Visual Learning, which involves the use of Visual Cues which helps students retrieve and remember information. Incorporating the latest research updates, the text breaks concepts down into small, easily digested chunks that allow students and instructors great flexibility in their approach to the subject. For students, this means the flexibility to learn at their own pace; for instructors, the flexibility to assign as much or as little as they like. This Ninth Edition expands upon Plotnik's commitment to teaching by extending the text's approach into its comprehensive ancillary package as well as a newly updated PowerStudy 4.5 DVD, a complete, interactive study guide for Plotnik's text!

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