



Behavior Analysis and Learning (2nd Edition)

W. David Pierce, W. Frank Epling

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This introduction focuses on basic research findings and illustrates behavior principles with everyday human examples. The "Second Edition" has retained the positive features of the first edition, while adding new aspects as suggested by reviewers, instructors and students. It now contains a more thorough treatment of the principles and processes of respondent conditioning, dividing its coverage into two chapters--one devoted to reflexes and simple conditioning and the other focused on compound conditioning and complex respondent processes.



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