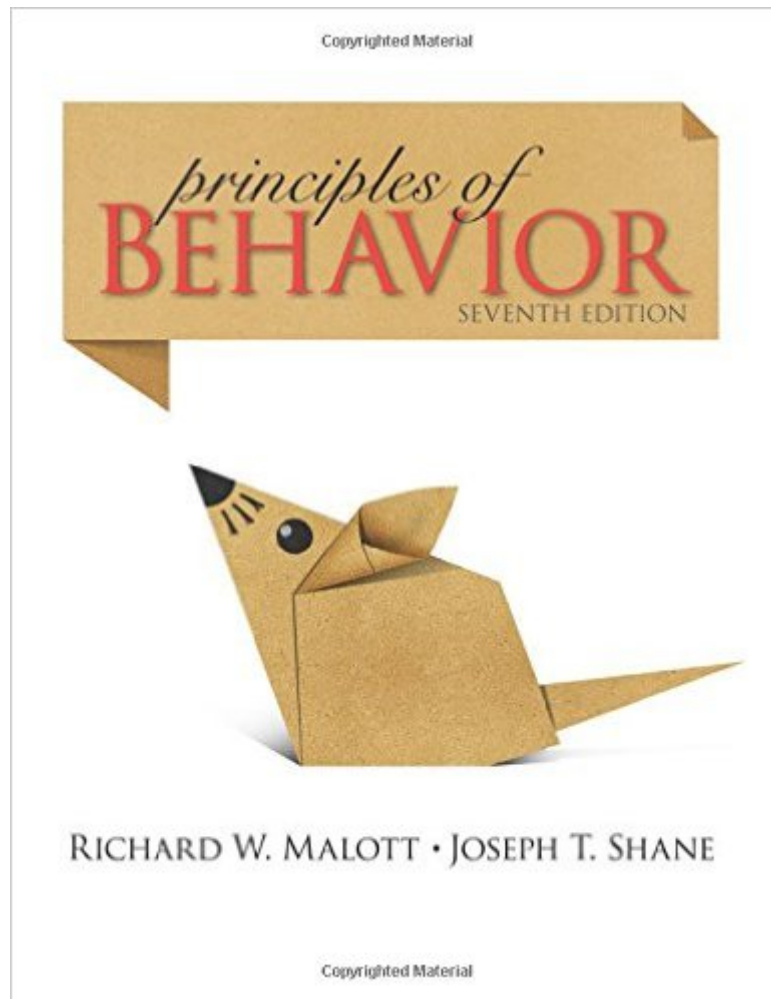


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# Principles Of Behavior: Seventh Edition



## Synopsis

Since the first edition of Principles of Behavior, the authors have sought to address the unique needs of students. This title has been written so that students of all levels will benefit from a solid introduction to the principles of behavior. The authors have laid the ground work for behavior analysis through an exploration of experimental, applied, and theoretical concepts. Case studies and everyday examples help readers apply principles of behavior to real life.

## Book Information

Paperback: 480 pages

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Product Dimensions: 8.5 x 0.6 x 10.9 inches

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Average Customer Review: 3.6 out of 5 stars [See all reviews](#) (21 customer reviews)

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## Customer Reviews

This was probably one of the most fun textbooks I've ever read for a class! It's written in such a relaxed and engaging way. It did not feel like knowledge was being shoved down my throat. It felt as if the writers were just acquaintances having an interesting chat in which I learned a lot from. The little stories and dialogue really helped the concepts stick and made learning the material extremely clear and comprehensive!

Easy read , difficult to follow , author is all over the place. The author uses the book as a guide and as a chapter book confusing till you understand the format. Not your typical dry textbook. Lots of examples that fit any occasion this is an ABA book not a psych book . Funny at times. Should be hard cover.

WARNING, THIS BOOK IS INCOMPLETE: Chapters 25, 26A, 26B and 30 are listed in the printed materials as "being available online at [publisher's website.]" However, when visiting the printed,

provided URL, students encounter the following message from the publisher: "Please note: This title has recently been acquired by Taylor & Francis. Due to rights reasons, any multimedia resources will no longer be available."The copy in my hands is ISBN 978-0205959495, copyright 2014. You would think two years would be sufficient time to correct any rights restrictions or multimedia redirects. I'm baffled.Review for the rest of the book, sans missing chapters:Pros) The writing style is kind of hokey, but the information regarding behavioral psychology is good. Goes to great lengths to thoroughly explain each concept with lots of casual "real world" examples. Each section builds well on the previous one. Lots of graphs help explain the more abstract concepts.Cons) Very condescending tone when discussing any professions beyond behavioral analysis. Reminded frequently to visit the author's personal website for supplemental material (you can't find the missing book chapters on his website, though I tried.) Dismissive about mental disorders such as autism, depression, and anorexia.Learn the fine art of skimming and you'll be fine for class. (As long as your teacher doesn't quiz you on missing content.)

Great book but, why the cheap cover? One hundred and forty five dollars should get a book cover thicker than a get well card. This is so thin I will have to protect the book in a binder. Other than that Dr. Malott has done a good job of updating his book to meet the changes taking place in ABA. This is a very good book for anyone who would like examples of applying research methods in the field.

This was a great purchase. It provided great examples that were applicable to everyday life and work experiences. It was written with a style incorporating humor. A keeper!

I needed this book for class and it is easy to read, follow, and understand. I will be keeping it to also help me for other classes.

Fast Shipping and arrived just as described! Thank you!

I received a clean book without any tarnished edges.

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