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Behavior Modification: What It Is And How To Do It, 8th Edition

Garry L. Martin, Joseph Pear

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Behavior Modification: What It Is And How To Do It, 8th Edition Garry L. Martin, Joseph Pear
For undergraduate courses in Behavior Modification or Behavior Therapy

This book presents a comprehensive, practical presentation of both the principles of behavior modification and guidelines for their application.

Throughout their separate experiences in teaching behavior modification over the past 39 years, both Garry Martin and Joseph Pear's goals have remained the same: to teach people about the principles of behavior modification and how to apply them effectively to their everyday concerns – from helping children learn life's necessary skills to solving some of their own personal behavior problems. Through eight editions their text has remained successful and effective because it addresses the needs of two central audiences: college and university students taking courses in behavior modification and its related areas; and students or practitioners of various helping professions (such as clinical psychology, counseling, medicine, etc.) who are concerned directly with enhancing various forms of behavioral development. Assuming no prior knowledge of behavior modification or psychology, this text facilitates understanding of the principles of behavior modification and helps readers to successfully implement behavior modification programs.

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