

Learning and Behavior

By Paul Chance



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This lively, user-friendly text shows students that the psychology of learning can offer insight into their own behavior. Providing the content instructors need and the humor, examples, readability, and practical applications students want, the author builds on previously covered material and thoroughly defines, describes, and illustrates each topic using everyday experiences. The Third Edition emphasizes learning as a biological mechanism that has evolved because of its survival value.



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Editorial Review

About the Author

Paul Chance received his Ph.D. in Psychology from Utah State University. He started his career as a school teacher (grades 7-9), and has been an Adjunct Instructor at the California Polytechnic State University in San Luis Obispo and at Salisbury University (Maryland). Formerly, he was Book Review Editor of PSYCHOLOGY TODAY magazine, a senior fellow of the Cambridge Center for Behavioral Studies, and a member of the Association for Science in Autism Treatment advisory board.

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