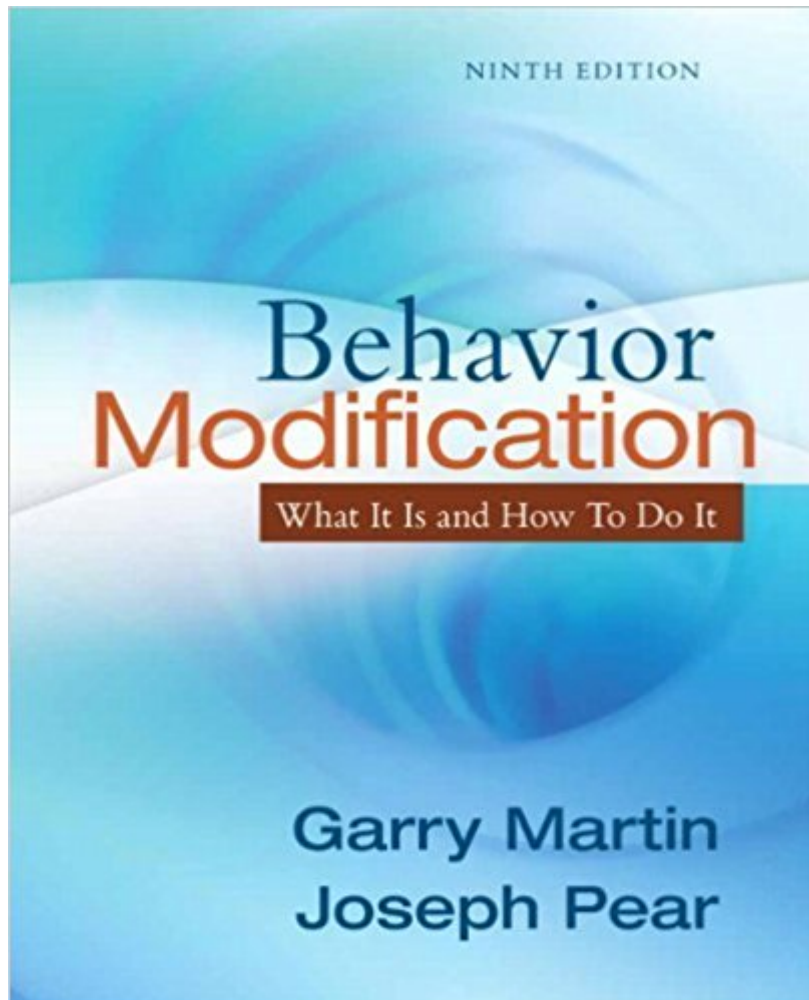


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Synopsis

This ninth edition of *Behavior Modification: What It Is and How to Do It* assumes no specific prior knowledge about psychology or behavior modification on the part of the reader. Those who want to know how to apply behavior modification to their everyday concerns—from helping children learn life's necessary skills to solving some of their own personal behavior problems—will find the text useful. *Behavior Modification: What It Is and How to Do It*, 9e is addressed to two audiences: (a) college and university students taking courses in behavior modification, applied behavior analysis, behavior therapy, the psychology of learning, and related areas; and (b) students and practitioners of various helping professions (such as clinical psychology, counseling, education, medicine, nursing, occupational therapy, physiotherapy, psychiatric nursing, psychiatry, social work, speech therapy, and sport psychology) who are concerned directly with enhancing various forms of behavioral development.

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