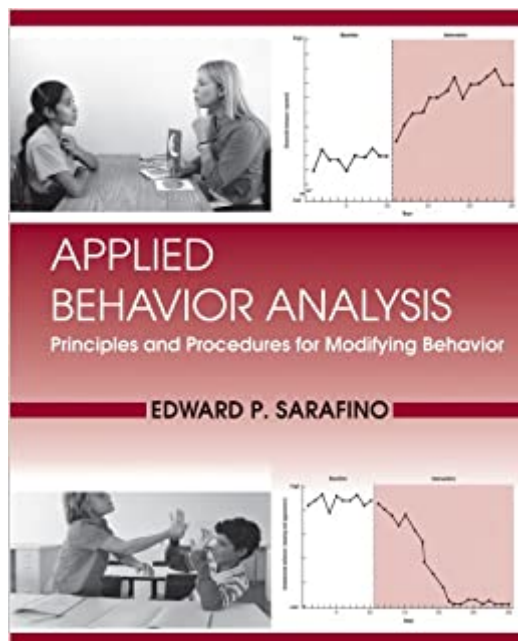


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# Applied Behavior Analysis: Principles And Procedures In Behavior Modification



## Synopsis

Sarafino's goal in *Principles and Procedures for Modifying Behavior* is to create a clear and engaging instrument that describes ways to analyze one's own specific behaviors in terms of the factors that lead to and maintain them and ways to manage those factors to improve the behaviors. The text is based on research, theory, and experiences to explain and provide examples of the concepts and methods of self-management in a comprehensive text. It focuses on topics in applied behavior analysis, behavior modification, behavior therapy, and psychology of learning. Two general topics shaped this text: making the book relative to a variety of fields by describing applications in psychology, education, counseling, nursing, and physical therapy and different academic levels and preparation. Several important objectives guided the content and organization of the text which is designed to cover a large majority of tasks or concepts that the Behavior Analyst Certification Board ([www.bacb.com](http://www.bacb.com)) has identified as the field's essential content and should be mastered by all behavior analysts.

## Book Information

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## Customer Reviews

This book was required for my behavior assessment and modification course. I'm taking this as an elective for my Master's program in Industrial-Organizational psychology. I do not have much of a developmental psych background. However, the text keeps it simple enough for me to follow along, It has all the basics of a textbook, such as highlighting keywords, index by subject and author, chapter reviews, etc. While this may seem basic, I've had some pretty bad textbooks that didn't even have those features. Besides that, there are enough examples that help elaborate the topics

being covered.

the "bible" of animal training and behavior modification - required reading for behavior consultants

Great book if you're a Human Services major and it is required. Not dull at all. No color pictures though.

Everything that I had expected, and more!

This was a required text for my class. It came on time, in perfect condition, and was exactly what I needed for the class.

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