DESCRIPTION

This combined survey of operant and classical conditioning provides professional and academic readers with an up-to-date, inclusive account of a core field of psychology research, with in-depth coverage of the basic theory, its applications, and current topics including behavioral economics.

- Provides comprehensive coverage of operant and classical conditioning, relevant fundamental theory, and applications including the latest techniques
- Features chapters by leading researchers, professionals, and academicians
- Reviews a range of core literature on conditioning
- Covers cutting-edge topics such as behavioral economics

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