



Principles of Behavior: Seventh Edition

By Richard Malott, Joseph T. Shane

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Since the first edition of *Principles of Behavior*, the authors have sought to address the unique needs of students. This title has been written so that students of all levels will benefit from a solid introduction to the principles of behavior. The authors have laid the groundwork for behavior analysis through an exploration of experimental, applied, and theoretical concepts. Case studies and everyday examples help readers apply principles of behavior to real life.

About the Book:

This book also is integrated with the Behavior Analyst Certification Board task list and serves as an excellent introduction to many of the BACB tasks.

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Editorial Review

Review

"As always, Malott's tone and writing style is very engaging. The storytelling examples are always very good for flushing out difficult concepts. My students love this text in general because of his unique approach." - *Lawrence Venuk, Naugatuck Valley Community College*

"It is by far the most user friendly text on this topic I have seen. It introduces new material in a understandable, gradual manner [with] Realistic case studies." - *Sherman Sowby, Brigham Young University*

"Outstanding mastery and competence of every level of behavior analysis, from experimental, to applied, to theoretical. Dick Malott is the heir apparent to B. F. Skinner today." - *David Feeney, Strayer University*

About the Author

Richard Malott, Ph.D., is a professor in the Department of Psychology at Western Michigan University and a member of the behavior analysis faculty. His research focuses on autism and organizational behavior management. Malott has presented in thirteen countries and has received two Fulbright Senior Scholar Awards. He also received the Award for Public Service in Behavior Analysis from The Society for the Advancement of Behavioral Analysis and the distinguished teaching award from WMU. In addition, he is a past president of the Association for Behavior Analysis, International.

Joseph Shane, Ph.D., is an early intervention specialist and autism consultant living in West Virginia. He received his bachelor's and master's degrees, as well as his doctorate, from Western Michigan University. His research interests center around verbal behavior and early intensive behavioral interventions for children with autism spectrum disorders. He has worked with children with autism for over a decade, and has been fortunate to be able to help train and conduct research with numerous graduate students at Western Michigan University since becoming a BCBA in 2010.

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