



# Behavior Analysis and Learning

*W. David Pierce, Carl D. Cheney*

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## **Behavior Analysis and Learning** W. David Pierce, Carl D. Cheney

*Behavior Analysis and Learning* is an essential textbook covering the basic principles in the field of behavior analysis and learned behaviors. Both active researchers, the authors are disciples of a coherent theory-- experimental analysis of behavior--pioneered by B.F. Skinner. Using this theory as a base to explain human behavior, researchers must understand the interactions between an individual and his or her environment.

Expanding on concepts of the past editions, this book:

- \*is an advanced introductory text on operant conditioning from a very consistent Skinnerian perspective;
- \*covers a range of principles from basic respondent conditioning through applied behavior analysis into cultural design;
- \*treats the topic from a consistent world view of selectionism;
- \*elaborates on Darwinian components and biological connections with behavior; and,
- \*expands most chapters with revised references and additional citations.

The material presented in this book provides the reader with the best available foundation in behavior science. The discovery of functional relations between the organism and the environment constitute the objective foundation for this book. These functional relationships are described, and their application in accounting for old behavior and generating new behavior is illustrated. As such, this book is a valuable resource for advanced undergraduate and graduate students in psychology or other behavior-based disciplines.

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