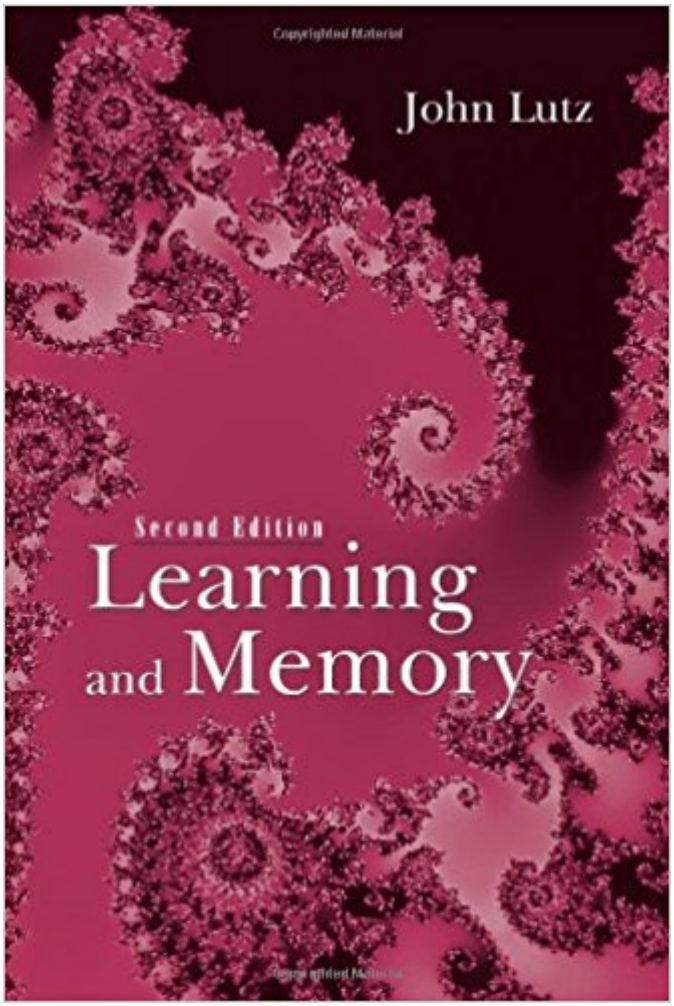
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Learning And Memory



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Synopsis

This expanded second edition continues to provide thorough coverage of both landmark research and the latest studies on the processes of learning and remembering, comprehensively covering the principles of classical and operant conditioning. The author’s straightforward, uncomplicated style clarifies even the most technical theories, providing everyday experiences as examples. Updates in the second edition include new sections on information-processing theory, background of behaviorism, neural basis of behavior, animal cognition, pattern recognition, recovered/false memory debate, and concept structure. New research includes temporal coding hypothesis, configural learning, concept learning, animals’ "mental clocks," eyewitness testimony, levels of processing, working memory, and transfer-appropriate processing. Titles of related interest also available from Waveland Press: Chance, First Course in Applied Behavior Analysis (ISBN 9781577664727); Matsumoto, Cultural Influences on Research Methods and Statistics (ISBN 9781577661122); and Morgan, Essentials of Learning and Cognition (ISBN 9781577665373).

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"The text is well written at a level of the typical undergraduate who does not have extensive experience with learning theory. Examples are relevant and explained very well. I have had great success using this text over the years." -- Sherry Ginn, Wingate University "Finally, a text that covers the fundamentals of learning theory in thirteen well-chosen chapters, suitable for a one-semester course, and at a remarkably low price." -- Don Gonella, Paine College "Readable and

comprehensive. I am seriously considering it for adoption in my course." -- Stephen Pulos, Rochester Institute of Technology

The text is accessible for the reader and in an easy-to-carry size and weight. I'm surprised it's gone this long without a new edition!

a rip in the spine but I put some tape on it. also due to the glue of the binding drying out the front page came loose. I also taped it carefully back.

I thought I'd made a good purchase and saved some money...however, when I reached Chapter 3 the pages jumped from 54 to 63. That's 8 pages of information that I missed out on! Thankfully, I have a couple classmates who helped me out.

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