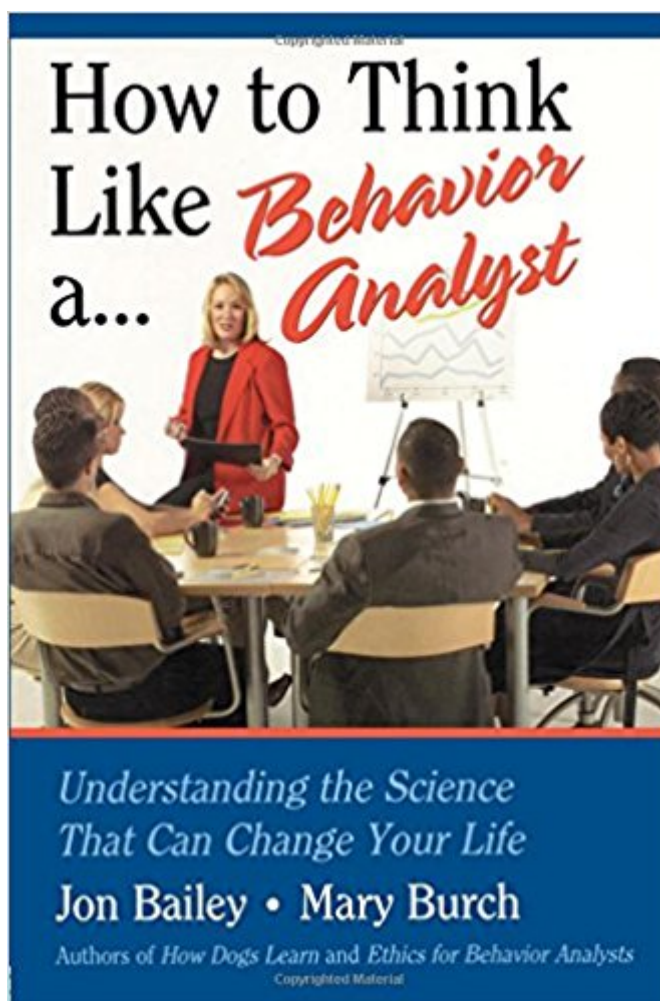


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# How To Think Like A Behavior Analyst: Understanding The Science That Can Change Your Life



## Synopsis

How to Think Like a Behavior Analyst is a revolutionary resource for understanding complex human behavior and making potentially significant quality of life improvements. Behavior analysts offer a worldview of the human condition different than almost any other professional perspective. To a behavior analyst, human behavior is largely learned and subject to change if the right variables are put into play. This is an empowering outlook, providing an opportunity for individuals to analyze the actions of those around them and an understanding of why others exhibit such behavior.

• • Practical, clear, and direct, this book addresses basic questions such as how behavior analysis is different from psychotherapy, what analysis involves, and the meaning of evidence-based treatment. A chapter on Applications presents tips on using behavioral procedures to improve lives and deal with others, and articulates how behavioral procedures are used in community settings. In question and answer format, the text thoroughly covers 50 frequently asked questions about behavior analysis in an educational and entertaining manner. It was developed out of questions raised by students in behavior analysis classes over the last 35 years, as well as questions raised by consumers of behavior analysis services. • • This text is written for all professionals concerned with behavior, including undergraduate students in psychology and behavior analysis, parents, teachers, employers, and employees. The book can easily be used as a supplement to primary texts in introductory psychology courses, and the exercises that follow each question can be used to stimulate lively discussion in role-play and other active learning situations.

## Book Information

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## Customer Reviews

...a very easy to read, passionate volume that addresses a range of issues for students, parents, and teachers. — •PsycCRITIQUES

Jon S. Bailey, Ph.D., is a Professor of Psychology at Florida State University where he teaches graduate courses for behavior analysts. Dr. Bailey is a founding director of the Behavior Analyst Certification Board, and he is a Board Certified Behavior Analyst. Dr. Bailey received the Distinguished Service to Behavior Analysis Lifetime Achievement Award from the Society for the Advancement of Behavior Analysis in 2005. Dr. Bailey is co-author of the books *How Dogs Learn*, *Ethics for Behavior Analysts*, and *Research Methods in Applied Behavior Analysis*. He has given major addresses at conferences throughout the United States, Canada, and Europe.

This book is not a "how to" book nor does it offer scientific discussion as promised. It isn't much more than a tool to recruit college students into the author's field. Each of the short chapters stands alone- they each answer a question one might have about behavior analysis while considering the possibility of studying it. I am a well educated parent who has been helped tremendously by a local behaviorist, and now I am curious to understand some of the science behind this approach so that I might be able to apply it more easily on my own to continue shaping behaviors in our home. This book is not what I was looking for. Also, how do they get away with pricing it like a textbook? I feel swindled and I'll be returning it.

Excellent book, I think anyone could benefit from it really

This book is well written and easy to read. I enjoyed the question and answer format used by the authors. I also appreciate the academic format. The points made are pretty clear.

Great read. Fast delivery.

Haven't finished the whole book yet, but have learned a lot of new ideas and ways of thinking about behavior that I didn't know before. Very helpful book

This book was an easy read and it is targeted for the beginners. Needs to be more in depth with details about each chapter.

This book was suggested by a BCBA, since I am now taking classes toward my certification. I have to say that this was a great book. It was very easy to read. It made me want to study the field of behavior analysis even more.

This is a fairly fun read for a textbook. I actually managed to read this and learn something! Lol

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