



Behavior Modification: Principles of Behavior Change

Edward P. Sarafino

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This clearly written and engaging text is a comprehensive introduction to the principles and techniques of behavior modification. Drawing on research, theory and personal experience, the author explains and provides examples of how these principles have been tested and applied in a variety of settings. The text is organized so that relatively simple concepts and techniques are introduced in the beginning chapters and then built upon toward increasingly complex and specialized methods, allowing behavior modification principles to unfold in an orderly sequence. Coverage of seldom covered topics includes overshadowing, habit reversal, self-monitoring, self-instruction, and covert behavioral methods for changing respondent behavior.

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