



Behavior Modification: Principles of Behavior Change

Edward P. Sarafino

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Behavior modification holds a unique place within psychology. Rather than simply studying and describing human behavior, its practitioners have developed a rich system of techniques to improve people's behavior. This comprehensive text demonstrates the relevance and excitement of studying and effecting behavior change. Drawn from a large body of research as well as his own experiences, Sarafino's straightforward, easy-to-comprehend discussions of theory and its application make this student-friendly text appropriate for courses in behavior modification, applied behavior analysis, behavior therapy, and the psychology of learning. The presentation of usable, practical skills results in an ideal textbook, as well as a valuable resource once students have entered their professional careers. Its principles have proven effective for use by practitioners involved in the fields of psychology, education, counseling, social work, nursing, and allied health. All readers can benefit from learning how to change their own and others' behavior.

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