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Psychology: The Study of Human Behaviour

By B.K. Mishra

PHI Learning, 2008. Softcover. Book Condition: New. First edition. Though psychology is a comparatively younger subject as compared to allied subjects like Philosophy, Anthropology and Sociology, recent years have witnessed remarkable strides in its study. Indeed, writings on the subject have been both prodigious and prolific because of the enormous interest evinced by those interested in psychology and because human behaviour is both complex and simple is such a fascinating subject for study and research. This accessible and student-friendly text shows the what, why and how of human behaviour patterns. The text emphasizes controlled and systematic studies to explain such behavioural aspects as sensing, perceiving, modifications of human behaviour, memorizing, the recollection of past events, and affecting processes. The text is interspersed with many examples to illustrate the concepts discussed. The concepts are well-supported with experimental as well as observational facts. What's more, the book acquaints the reader with the recent advances in the field of psychology. KEY FEATURES ? Liberal use of examples to give a clear idea of the concept discussed. ? Step-by-step analysis of various psychological facts to facilitate better understanding of the subject. ? Presentation of new advances and discoveries in the field of various psychological processes. ? Glossary...



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