



## 行動分析の基礎と応用・第3版

# Understanding Behaviorism

### Behavior, Culture, and Evolution, 3rd Edition

By William M. Baum  
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**Understanding Behaviorism is a classic textbook that explains the basis of behavior analysis and its application to human problems in a scholarly but accessible manner.**

- \* Now in its third edition, the text has been substantially updated to include the latest developments over the last decade in behaviour analysis, evolutionary theory, and cultural evolution theory
- \* The only book available that explains behavior analysis and applies it to philosophical and practical problems, written by one of today's best-known and most highly respected behaviorists
- \* Explores ancient concepts such as purpose, language, knowledge, and thought, as well as applying behavioural thinking to contemporary social issues like freedom, democracy, and culture
- \* Part of the new evolutionary perspective for understanding individual behavior in general and culture in particular – culminates with practical approaches to improving the lives of all humanity

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