



30-Second Psychology: The 50 Most Thought-Provoking Psychology Theories, Each Explained in Half a Minute

By Christian Jarrett



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The key ideas in Psychology explained, with colour illustrations, in half a minute. Pavlov's Dogs, Psychoanalysis, Milgram's Obedience Study, and Beck's Cognitive Therapy? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about these psychology theories to join a dinner party debate or dazzle the bar with your knowledge? 30-Second Psychology takes the top 50 strands of thinking in this fascinating field, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words, and one picture. The inner workings of the human mind will suddenly seem a lot more fun, and along the way we meet many of the luminaries in the field, including William James, Aaron Beck, and (of course) Sigmund Freud. From Behaviorism to Cognitivism, what better way to get a handle on your inner demons?



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Editorial Review

About the Author

Editor Christian Jarrett is an award-winning journalist for The Psychologist magazine, and he edits and writes the Society's internationally renowned Research Digest blog.

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