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# How to Think Like a Behavior Analyst: Understanding the Science That Can Change Your Life

By Jon Bailey, Mary Burch



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*How to Think Like a Behavior Analyst* is a revolutionary resource for understanding complex human behavior and making potentially significant quality of life improvements. Behavior analysts offer a worldview of the human condition different than almost any other professional perspective. To a behavior analyst, human behavior is largely learned and subject to change if the right variables are put into play. This is an empowering outlook, providing an opportunity for individuals to analyze the actions of those around them and an understanding of why others exhibit such behavior.

Practical, clear, and direct, this book addresses basic questions such as how behavior analysis is different from psychotherapy, what analysis involves, and the meaning of evidence-based treatment. A chapter on Applications presents tips on using behavioral procedures to improve lives and deal with others, and articulates how behavioral procedures are used in community settings. In question and answer format, the text thoroughly covers 50 frequently asked questions about behavior analysis in an educational and entertaining manner. It was developed out of questions raised by students in behavior analysis classes over the last 35 years, as well as questions raised by consumers of behavior analysis services.

This text is written for all professionals concerned with behavior, including undergraduate students in psychology and behavior analysis, parents, teachers, employers, and employees. The book can easily be used as a supplement to primary texts in introductory psychology courses, and the exercises that follow each question can be used to stimulate lively discussion in role-play and other active learning situations.



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- Sales Rank: #25031 in Books
- Published on: 2006-05-26
- Released on: 2006-07-07
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .51" w x 5.98" l, .90 pounds
- Binding: Paperback
- 201 pages

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### Editorial Review

Review

*...a very easy to read, passionate volume that addresses a range of issues for students, parents, and teachers.*  
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About the Author

**Jon S. Bailey, Ph.D.**, is a Professor of Psychology at Florida State University where he teaches graduate courses for behavior analysts. Dr. Bailey is a founding director of the Behavior Analyst Certification Board™, and he is a Board Certified Behavior Analyst™. Dr. Bailey received the Distinguished Service to Behavior Analysis Lifetime Achievement Award from the Society for the Advancement of Behavior Analysis in 2005. Dr. Bailey is co-author of the books *How Dogs Learn*, *Ethics for Behavior Analysts*, and *Research Methods in Applied Behavior Analysis*. He has given major addresses at conferences throughout the United States, Canada, and Europe.

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