

Understanding Behaviorism: Science, Behavior, and Culture (Behavior Analysis and Society)

William M. Baum



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"There can be a science of behavior." So proposes the author at the beginning of this book. It discusses what definition of "science" might suit a science of behaviour and what "behaviour" might mean for science. It also explores implications of a science of behaviour for purpose, knowledge, freedom, social relationships, culture, cultural change and public policy. The book is suitable for a wide audience - undergraduates, graduate students, biologists, social scientists, philosophers and anyone interested in human behaviour, animal behaviour and culture. Throughout, links are made along contemporary behaviourism and philosophy, cognition, social psychology, anthropology and evolutionary biology. It discusses behaviourism from both historical and modern perspectives.

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