



Behavior Modification: Principles and Procedures

Raymond G. Miltenberger

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In this revision of Miltenberger's popular BEHAVIOR MODIFICATION, students first master the principles and concepts of behavior modification before they move on to the procedures. This approach gives students a chance to understand WHY they are going through the procedures before they actually do them. The author presents a precise, step-by-step scientific approach to explain human behavior, using numerous case studies to help illustrate the key principles. Miltenberger's first edition built a reputation for currency of scholarship and an engaging writing style-characterized by interesting examples, ample graphs and illustrations, flawless definitions, and a clear organization. Professors and students especially appreciate Miltenberger's end-of-chapter applications and misapplications of behavioral principles that give students a feel for using what they've learned.



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