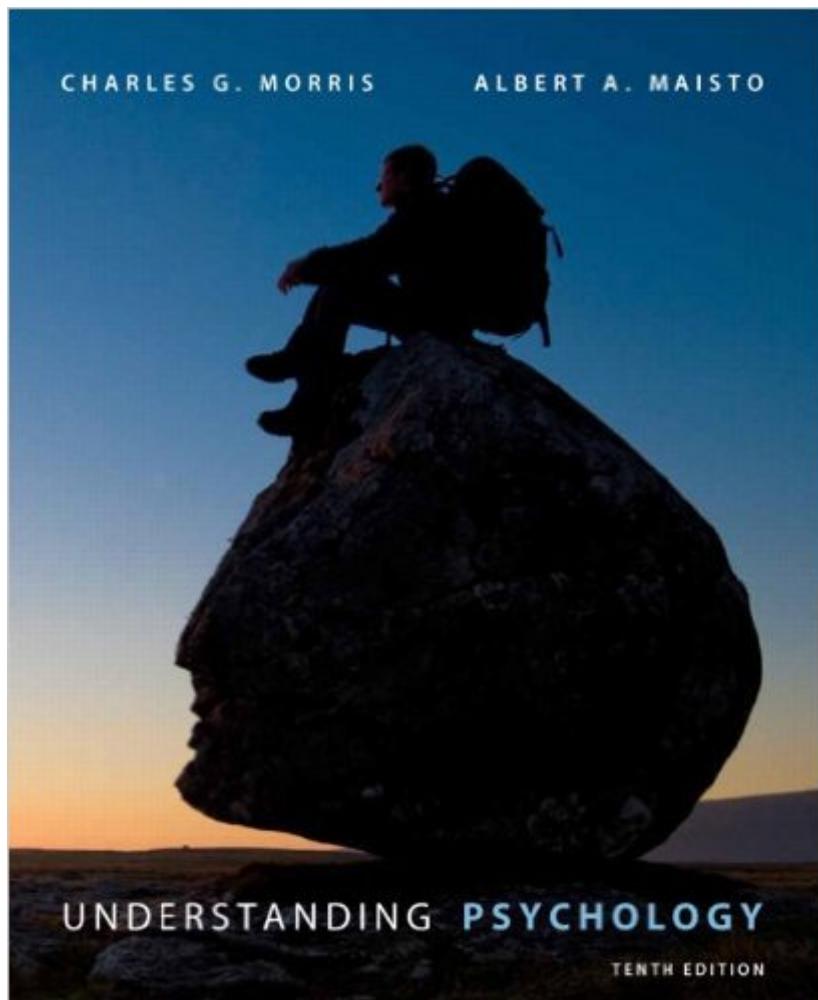


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Understanding Psychology (10th Edition)



Synopsis

Continuing Attention to Enduring Issues in Psychology Â Understanding Psychology, 10th edition highlights the enduring issues that cut across and unite all subfields of psychology- Person-Situation, Nature-Nurture, Stability-Change, Diversity-Universality, and Mind-Body- to show students the surprising unity and coherence of the diverse and exciting science of psychology. Â This 14-chapter program presents a scientific, accurate, and current overview of the fundamental concepts of psychology in a clear and accessible language, with significant emphasis on applications of psychology. It is current without being trendy. Â A better teaching and learning experience This program will provide a better teaching and learning experienceâ “ for you and your students. Hereâ ™s how: Personalize Learning - The new MyPsychLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking â “ Five enduring themes are woven throughout the text to help students connect ideas across chapters, while critical thinking questions within chapters push students to a deeper understanding of the material. Engage Students â “ Applying Psychology exercises in each chapter allow students to connect what they have learned to real-life problems and situations, such as how to use the principles of psychology to tackle environmental conservation. Explore Research â “ This introductory book references relevant research reflecting how psychology is both rapidly evolving and remaining the same. Using the Experimentâ ™s Tool in the new MyPsychLab, students participate in classic experiment simulations to experience the research process firsthand. Support Instructors â “ This book is supported by Pearsonâ ™s unrivaled instructor resources for introductory psychology, including the new 17 episode MyPsychLab video series, an expansive class-tested Test Bank, interactive PowerPoints, an easy to use Instructorâ ™s Manual, Clicker questions and support for a broad range of learning management systems. All of these materials are available to be packaged with the text upon request. Note: MyPsychLab does not come automatically packaged with this text. To purchase MyPsychLab, please visit: www.mypsychlab.com or you can purchase a ValuePack of the text + MyPsychLab (at no additional cost): ValuePack ISBN-10: 0205843387/ ValuePack ISBN-13: 9780205843381.

Book Information

Series: 2013, latest

Paperback: 624 pages

Publisher: Pearson; 10th edition (January 20, 2012)

Language: English

ISBN-10: 0205845967

ISBN-13: 978-0205845965

Product Dimensions: 8.9 x 0.9 x 10.7 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (104 customer reviews)

Best Sellers Rank: #231,216 in Books (See Top 100 in Books) #162 in Books > Medical Books > Psychology > Education & Training #2277 in Books > Medical Books > Psychology > General #3125 in Books > Textbooks > Social Sciences > Psychology

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