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Bernard Weiner

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Human Motivation

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Human Motivation Bernard Weiner
Weiner introduces -- and offers his own motivation for producing - - this most impressive work with the following:

There are two distinct approaches to the study of motivation. One stratagem is a product of academic, experimental procedures, while the second is an outgrowth of clinical, non-experimental methods. Each of the approaches has unique advantages and disadvantages. But all investigators in this field are guided by a single basic question, namely, "Why do organisms think and behave as they do?"

To help answer that basic question, Human Motivation presents an entire range of motivation studies -- from psychoanalytic, social learning and humanistic theory; to social facilitation, arousal, emotions, personal responsibility, and the irrationality of attributions; through chapterand verse of Hullian and Lewinian theory.

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