

SALEM PRESS

Published & Distributed by Grey House Publishing

For Immediate Release

September 10, 2021

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Salem Press Announces the newest Volume in *The Principles of Science Series, Behavioral Science*

Salem Press is pleased to add *Principles of Behavioral Science* to its well-established *Principles of Science* series. This resource introduces students and researchers to the fundamentals of behavioral science using easy-to-understand language, to provide a solid background, and help readers develop a deeper understanding and appreciation of this important and evolving subject.

This volume discusses human action and how human behavior relates to society. Coverage will discuss two broad categories: how we process information to make decisions that help us function and survive in our social environment, and how our relationships, interactions, communication networks, and relational dynamics play out in our social system.

Principles of Behavioral Science includes 171 entries arranged in A to Z order to help make finding a topic of interest easy. Entries related to basic principles and concepts include a list of the Fields of Study covered by the article; an Abstract that provides a brief, concrete summary of the topic and its significance; a list of Key Concepts with definitions, important to a proper understanding of the topic; and a detailed Essay that provides extensive background on the topic and explores its significance to the field of marine science; and a list of Further Reading for those who wish to pursue the topic in more depth.

Entries in *Principles of Behavioral Science* range from one to five pages in length. Topics discussed include:

- Jerome Bruner
- Cognitive Development
- Sigmund Freud
- Jungian Psychology
- Pavlovian Conditioning
- Borderline Personality Disorder
- Gender Dysphoria Syndrome
- Learning Disorders
- Mood Disorders
- Phobias
- Schizophrenia
- Behavior Therapy
- Intelligence Testing
- Brain lateralization
- Cognitive Neuroscience
- Memory Storage
- And More!

(Continued)

This volume also includes several helpful appendixes, including:

- A Glossary that defines all the key specialized terms used throughout the book
- A comprehensive list of Further Reading, comprising all the works that the authors drew upon in writing their articles as well as subjects for further study
- A Subject Index, that offers multiple points of entry for the reader

With 171 essays, this new volume will give readers an overview of the major concepts and contemporary issues surrounding the study of behavioral science. Designed for students and researchers, this volume provides a fitting entry into a better understanding of this stupendously interesting yet frustratingly complex world of human behavior and its pathologies. This will be a helpful addition to science programs at the high school, community college, and university levels, and is a must for students with an interest in behavioral science at the high school and undergraduate levels.

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Principles of Behavioral Science

Pub Date: November 2020

ISBN: 978-1-63700-021-2

766 pages

\$165.00

eBook ISBN: 978-1-63700-022-9

Publisher: Salem Press