

Hello,

Due to an unfortunate issue at our warehouse, many Taylor & Francis Books that were supposed to be at the 2009 ABAI Conference Bookstore, never made it. I wanted to give ABAI members the opportunity to purchase these books at a special price. Two of the books, whose authors were at the conference are:

**Strategies and Tactics of Behavioral Research, Third Edition**

By James M. Johnston & Henry S. Pennypacker

**Behavior Analysis and Learning, 4/E.**

By W. David Pierce & Carl D. Cheney

The two books have received great reviews and I have attached descriptions of these titles for your convenience.

I have attached a list of additional behavioral science titles that also should have been at the conference that might be of interest to you as well.

As I mentioned above, we are offering a special promotion for ABAI members. When you purchase either of the two books above and/or any other Taylor & Francis behavioral science titles using the attached order form, you will receive a **20% DISCOUNT** as well as **FREE SHIPPING**. You can fax or email the order form to my attention.

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Feel free to contact me if you have any questions or need additional information.

Regards,  
Melaine

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**Behavior Analysis and Learning, Fourth Edition**

**By W. David Pierce & Carl D. Cheney**

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**Strategies and Tactics of Behavioral Research, Third Edition**

**By James M. Johnston & Henry S. Pennypacker**

Qty	Title	ISBN #	Retail	Special Price	Total
	<b>Behavior Analysis &amp; Learning, 4<sup>th</sup> Edition</b>	<b>0805862609</b>	<b>\$90.00</b>	<b>\$</b>	<b>\$</b>
	<b>Strategies &amp; Tactics of Behavioral Research, 3<sup>rd</sup> Edition</b>	<b>0805858822</b>	<b>\$75.00</b>	<b>\$</b>	<b>\$</b>
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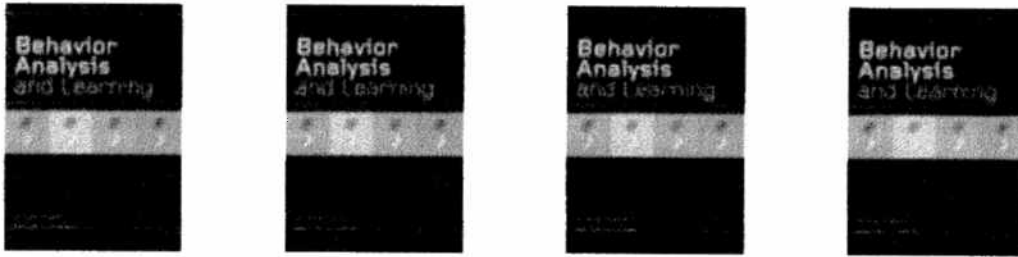
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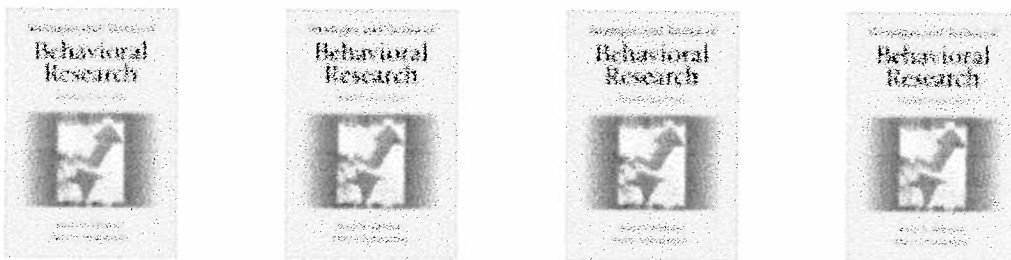
### **Behavior Analysis & Learning, 4<sup>th</sup> Edition**

Behavior Analysis and Learning, Fourth Edition is an essential textbook covering the basic principles in the field of behavior analysis and learned behaviors, as pioneered by B. F. Skinner.

The textbook provides an advanced introduction to operant conditioning from a very consistent Skinnerian perspective. It covers a range of principles from basic respondent conditioning through applied behavior analysis into cultural design. Elaborating on Darwinian components and biological connections with behavior, the book treats the topic from a consistent worldview of selectionism. The functional relations between the organism and the environment are described, and their application in accounting for old behavior and generating new behavior is illustrated.

Expanding on concepts of past editions, the fourth edition provides updated coverage of recent literature and the latest findings. There is increased inclusion of biological and neuroscience material, as well as more data correlating behavior with neurological and genetic factors.

The material presented in this book provides the reader with the best available foundation in behavior science and is a valuable resource for advanced undergraduate and graduate students in psychology or other behavior-based disciplines. In addition, a website of supplemental resources for instructors and students makes this new edition even more accessible and student-friendly.



### **Strategies & Tactics of Behavioral Research, 3<sup>rd</sup> Edition**

This edition is almost entirely rewritten and reformatted with many more learning tools, and now has even greater appeal to today's students. It features much more discussion of how research methods are relevant for practitioners, and many examples are based on field research and service delivery scenarios. This comprehensive treatment of single-subject or within-subject design focuses on the strategic (the overall goal) and tactical (the methods and procedures) options available to investigators as they try to determine the most effective way of addressing research questions. The authors guide readers to consider the rationale for different ways of measuring behavior and designing experimental comparisons and the text explains the strengths and weaknesses of alternative choices so that readers can make the best decision in each situation.

Rewritten in a straightforward and accessible style for students without a background in this area, this edition features many more field-based examples and applications. It has an increased focus on the application of research methods to the needs of practitioners in measuring behavior change and evaluating interventions under field conditions. It also has an increased use of learning aids, including a "built-in study guide", summary tables, figures, boxed discussions of special topics, key terms with definitions, chapter summaries, suggested readings, discussion questions and exercises, and a glossary.

With a focus on direct behavioral measurement and within-subject design, this book is intended for advanced undergraduate or graduate courses in behavioral research methods, basic or applied behavior analysis, or single-/within-subject design taught in psychology (especially clinical and counseling psychology), social work, education, developmental disabilities, and other social and health science programs that deal with human behavior in research or practice settings.

Taylor and Francis Behavioral Science Titles of Interest

ISBN #	Title	Author	Retail	Pub Date
0805862609	<b>Behavior Analysis and Learning, 4/E</b>	<b>David Pierce, Carl Cheney</b>	<b>\$90.00</b>	<b>May-08</b>
0805858822	<b>Strategies and Tactics of Behavioral Research, Third Edition</b>	<b>James Johnston, Henry Pennypacker</b>	<b>\$75.00</b>	<b>Aug-08</b>
087630871X	Pocket Guide For Textbook Of Pharmacotherapy	David Rosenberg	\$36.95	Oct-97
0789006626	Organizational Behavior Management and Developmental Disabilities Services: Accomplishments and Future Directions	Dennis Reid	\$100.00	Nov-98
1841690147	New Behaviourism: Mind, Mechanism & Society	John Staddon	\$34.95	Nov-00
1841690376	The Science of Learning	Joseph Pear	\$54.95	Mar-01
0805841822	A Behaviorist Looks at Form Recognition	William Uttal	\$79.95	Mar-02
1566705649	Working Safe: How to Help People Actively Care for Health and Safety, Second Edition	Scott Geller	\$57.95	May-01
080584192X	Controversial Therapies for Developmental Disabilities: Fad, Fashion, and Science in Professional Practice	John Jacobson	\$69.95	Nov-04
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0863773915	B.F. Skinner: A Reappraisal	Marc Richelle	\$42.00	Jul-95
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0805858881	How to Think Like a Behavior Analyst: Understanding the Science That Can Change Your Life	Jon Bailey	\$22.95	May-06
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1566705401	The Psychology of Safety Handbook	Scott Geller	\$134.95	Dec-00
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0805850791	A Historical and Contemporary Look at Psychological Systems	Joseph Pear	\$44.95	Feb-07
0789034794	Acceptance and Mindfulness at Work: Applying Acceptance and Commitment Therapy and Relational Frame Theory to Organizational Behavior Management	Context Press	\$34.95	Dec-06
0415990084	Behavior Analysis for Effective Teaching	Julie Vargas	\$79.95	Mar-09
0805836713	Understanding Research in Clinical	Jay Thomas	\$65.00	Jan-03
0415446538	Behavioral Activation: Distinctive Features	Jonathan Canter	\$90.00	Apr-09