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Jeffrey S. Nevid

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Featuring a manageable format and friendly style, the new edition of this brief introductory book was written with three goals in mind: to make the study of psychology accessible and engaging to beginning students in psychology, to provide a solid grounding in the knowledge base in psychology, and to help students succeed in the course. Nevid's comprehensive learning system--derived from research on memory, learning, and textbook pedagogy--is featured throughout. This learning model incorporates what the author calls the "Four Es of Effective Learning"--Engaging Student Interest, Encoding Information, Elaborating Meaning, and Evaluating Progress. ESSENTIALS OF PSYCHOLOGY: CONCEPTS AND APPLICATIONS, 3rd Edition, provides a broad view of psychology as well as applications of the knowledge gained from contemporary research to the problems and challenges we face in today's world.

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