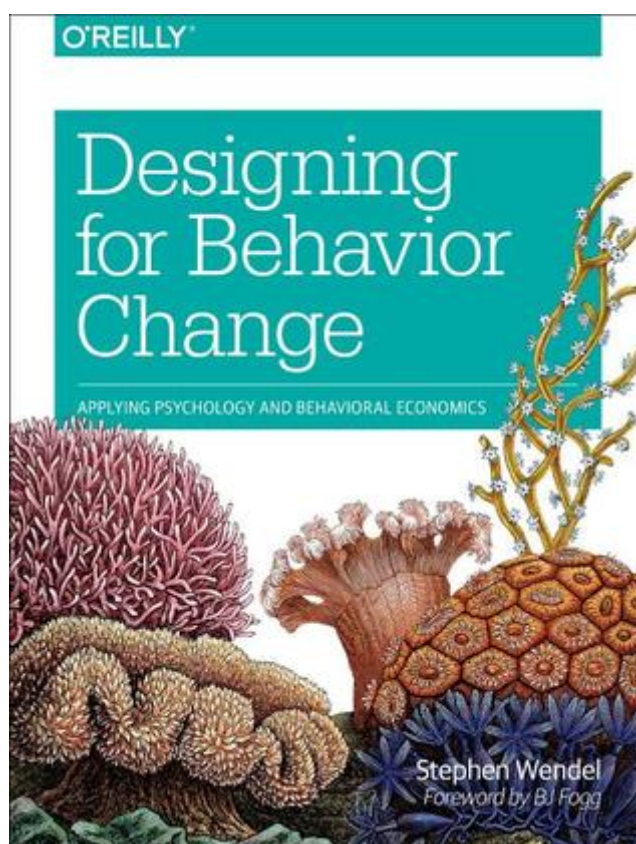


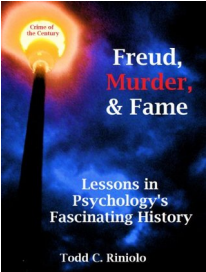
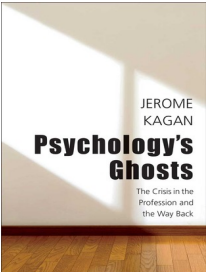
DESIGNING FOR BEHAVIOR CHANGE: APPLYING PSYCHOLOGY AND BEHAVIORAL ECONOMICS

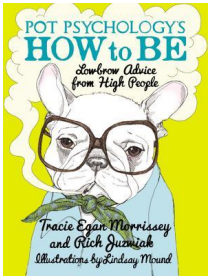


Check out this ebook of designing for behavior change: applying psychology and behavioral economics by stephen wendel a new wave of products is helping people change their behavior and daily routines, whether it's exercising more (jawbone up), taking control of their finances (hellowallet), or organizing their email (mailbox). this practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. stephen wendel, hellowallet's head a new wave of products is helping people change their behavior and daily routines, whether it's exercising more (jawbone up), taking control of their finances (hellowallet), or organizing their email (mailbox). this practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. stephen wendel, hellowallet's head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. using a combination of lean and agile development methods,

you'll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. discover how to create easy-to-use products to help people make positive changes. learn the three main strategies to help people change behavior identify your target audience and the behaviors they seek to change extract user stories and identify obstacles to behavior change develop effective interface designs that are enjoyable to use measure your product's impact and learn ways to improve it use practical examples from products like nest, fitbit, and opower ...more

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Cover	Title & Description	Status
	<p>FREUD, MURDER, AND FAME: LESSONS IN PSYCHOLOGY'S FASCINATING HISTORY</p> <p>how did sigmund freud first become a household name in america? "freud, murder, and fame" highlights the importance of the 1924 leopold and loeb murder trial ("the crime of the century"), when testimony from freudian psychoanalysts captivated the nation. the trial's front-page media exposure introduced many americans to freudian theory, as seemingly everyone became engross how did sigmund freud first become a household name in america? "freud, murder, and fame" highlights the importance of the 1924 leopold and loeb murder trial ("the crime of the century"), when testimony from freudian psychoanalysts captivated the nation. the trial's front-page media exposure introduced many americans to freudian theory, as seemingly everyone became engrossed in the senseless murder of 14-year-old bobby franks. this book offers an evidence-based interpretation of how freud first achieved widespread fame in america. it also provides "lessons in psychology's fascinating history" that demonstrate the process of recreating the past, teach how to differentiate historical fiction from historical fact, and stress the importance of critically evaluating historical interpretations. finally, it counteracts the negative stereotype that history is boring. it should interest general readers, students, scholars, and educators; anyone who is passionate about history, psychology, psychoanalysis, freud, or the psychological aspects of crime can find it worthwhile. ...more</p>	<p>Readable/Downloadable</p>
	<p>PSYCHOLOGY'S GHOSTS: THE CRISIS IN THE PROFESSION AND THE WAY BACK</p> <p>this book is the product of years of thought and a profound concern for the state of contemporary psychology. jerome kagan, a theorist and leading researcher, examines popular practices and assumptions held by many psychologists. he uncovers a variety of problems that, troublingly, are largely ignored by investigators and clinicians. yet solutions are available, kagan main this book is the product of years of thought and a profound concern for the state of contemporary psychology. jerome kagan, a theorist and leading researcher, examines popular practices and assumptions held by many psychologists. he uncovers a variety of problems that, troublingly, are largely ignored by investigators and clinicians. yet solutions are available, kagan maintains, and his reasoned suggestions point the way to a better understanding of the mind and mental illness. kagan identifies four problems in contemporary psychology: the indifference to the setting in which observations are gathered, including the age, class, and cultural background of participants and the procedure that provides the evidence (he questions, for example, the assumption that similar verbal reports of well-being reflect similar psychological states); the habit of basing inferences on single measures rather than patterns of measures (even though every action, reply, or biological response can result from more than one set of conditions); the defining of mental illnesses by symptoms independent of their origin; and the treatment of mental disorders with drugs and forms of psychotherapy that are nonspecific to the diagnosed illness. the author's candid discussion will inspire the debate that is needed in a discipline seeking to fulfill its promises. ...more</p>	<p>Readable/Downloadable</p>



POT PSYCHOLOGY'S HOW TO BE: LOWBROW ADVICE FROM HIGH PEOPLE

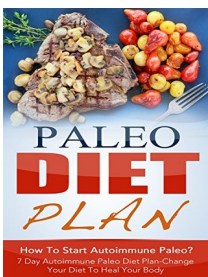
do you love stylish, sexy advice? do you love marijuana? get the best of both worlds with pot psychology's how to be, the hot, new, easy-to-use book from the creators of the jezebel.com video advice sensation, pot psychology. we're tracie and rich, and our system guarantees results. we'll tell you how to be, and we'll do so quickly to cater to the attention spans of stoner do you love stylish, sexy advice? do you love marijuana? get the best of both worlds with pot psychology's how to be, the hot, new, easy-to-use book from the creators of the jezebel.com video advice sensation, pot psychology. we're tracie and rich, and our system guarantees results. we'll tell you how to be, and we'll do so quickly to cater to the attention spans of stoners and busy moms on the go. want to be around hookers without the sticky, smelly mess? we can help. need to know how to be about your underwhelming haircut or online relationships? we've got you covered. we've got advice for power bottoms, sideline hoes, bitches, female dogs, and so much more. you could spend hundreds of dollars on advice books, but only how to be spans the human experience in one personal, versatile volume. but wait, there's more! we also have 101 pictures of animals acting like people. if you are not completely satisfied with how to be, send it back!* because ultimately, how to be is happy with your new life. *refund not guaranteed ...more

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TOKYO RAVENS - VOL 11: CHANGE:UNCHANGE (TOKYO RAVENS #11)

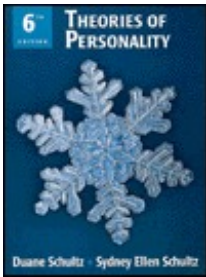
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PALEO DIET PLAN: HOW TO START AUTOIMMUNE PALEO? 7 DAY AUTOIMMUNE PALEO DIET PLAN-CHANGE YOUR DIET TO HEAL YOUR BODY (PALEO DIET PLAN, PALEO DIET RECIPES, DISEASE, AUTOIMMUNE DIET, AUTOIMMUNE PALEO)

7 day autoimmune paleo diet plan-change your diet to heal your body this diet is difficult-sometimes the best things in life require some work and denial of self. an elimination diet is temporary and it gives you a window into your own body and what you need to eat for optimal health. this book teaches us the basics of the autoimmune paleo protocol diet or aip and provid 7 day autoimmune paleo diet plan-change your diet to heal your body this diet is difficult-sometimes the best things in life require some work and denial of self. an elimination diet is temporary and it gives you a window into your own body and what you need to eat for optimal health. this book teaches us the basics of the autoimmune paleo protocol diet or aip and provides a week-long sample meal plan based on the aip food list. useful tips, recipes and guidelines will help readers view the aip diet as a major lifestyle change that can become therapeutic for the gut, which has become the cradle of debilitating autoimmune conditions. in a nutshell, autoimmune disease is a state wherein the body's immune system attacks itself and damages the lining of the intestines, thus allowing the passage of harmful bacteria and toxins. vital organs and blood cells are damaged as a result of this self-attacking disorder. though science may claim that this debilitating disease is passed on through genetics, some studies have proven that problems within the immune system are a result of unhealthy habits involving daily activities such as exercise, sleep and nutrition. this material will help us on our journey towards repairing our digestive tract and preventing autoimmune disease from taking over our lives. moreover, with the aip meal planning method, we can create long-term positive effects to our health by simply changing our food choices. here is a preview of what you'll learn... autoimmune paleo diet 101: how food choices affect the body autoimmune paleo diet food list day 1 of aip recipes day 2 of aip recipes day 3 of aip recipes day 4 of aip recipes day 5 of aip recipes day 6 of aip recipes day 6 of aip recipes eight tips to keep you on track with the autoimmune paleo diet much, much more! download your copy today! try it now, click the "buy" button and buy risk-free .more

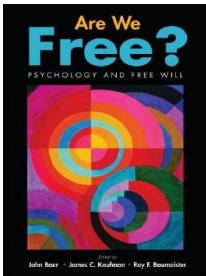
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THEORIES OF PERSONALITY W/STUDY GUIDE: THEORIES OF PERSONALITY IN OUTLINE STUDY GUIDE (PSYCHOLOGY)

ryckman's thoroughly updated sixth edition offers a consistent and easy-to-follow organization that helps students to compare, contrast, and critically evaluate 16 major theories in personality psychology. students not only learn what theorists think, but how they think.

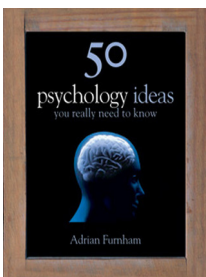
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ARE WE FREE?: PSYCHOLOGY AND FREE WILL

do people have free will, or is this universal belief an illusion? if free will is more than an illusion, what kind of free will do people have? how can free will influence behavior? can free will be studied, verified, and understood scientifically? how and why might a sense of free will have evolved? these are a few of the questions this book attempts to answer. people generally do people have free will, or is this universal belief an illusion? if free will is more than an illusion, what kind of free will do people have? how can free will influence behavior? can free will be studied, verified, and understood scientifically? how and why might a sense of free will have evolved? these are a few of the questions this book attempts to answer. people generally act as though they believe in their own free will: they don't feel like automatons, and they don't treat one another as they might treat robots. while acknowledging many constraints and influences on behavior, people nonetheless act as if they (and their neighbors) are largely in control of many if not most of the decisions they make. belief in free will also underpins the sense that people are responsible for their actions. psychological explanations of behavior rarely mention free will as a factor, however. can psychological science find room for free will? how do leading psychologists conceptualize free will, and what role do they believe free will plays in shaping behavior? in recent years a number of psychologists have tried to solve one or more of the puzzles surrounding free will. this book looks both at recent experimental and theoretical work directly related to free will and at ways leading psychologists from all branches of psychology deal with the philosophical problems long associated with the question of free will, such as the relationship between determinism and free will and the importance of consciousness in free will. it also includes commentaries by leading philosophers on what psychologists can contribute to long-running philosophical struggles with this most distinctly human belief. these essays should be of interest not only to social scientists, but to intelligent and thoughtful readers everywhere. ...more

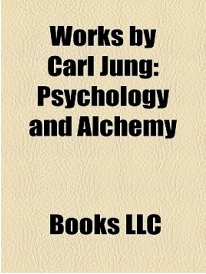
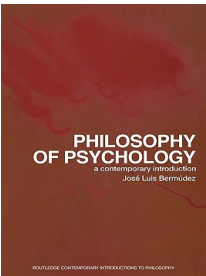
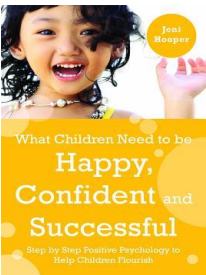
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50 PSYCHOLOGY IDEAS YOU REALLY NEED TO KNOW (50 IDEAS YOU REALLY NEED TO KNOW)

how different are men and women's brains? does altruism really exist? are our minds blank slates at birth? and do dreams reveal our unconscious desires? if you have you ever grappled with these concepts, or tried your hand as an amateur psychologist, "50 psychology ideas you really need to know" could be just the book for you. not only providing the answers to these questi how different are men and women's brains? does altruism really exist? are our minds blank slates at birth? and do dreams reveal our unconscious desires? if you have you ever grappled with these concepts, or tried your hand as an amateur psychologist, "50 psychology ideas you really need to know" could be just the book for you. not only providing the answers to these questions and many more, this series of engaging and accessible essays explores each of the central concepts, as well as the arguments of key thinkers. author adrian furnham offers expert and concise introductions to emotional behaviour, cognition, mental conditions - from stress to schizophrenia - rationality and personality development, amongst many others. this is a fascinating introduction to psychology for anyone interested in understanding the human mind. ...more

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	<p>WORKS BY CARL JUNG (STUDY GUIDE): PSYCHOLOGY AND ALCHEMY, RED BOOK, CARL JUNG PUBLICATIONS, MEMORIES, DREAMS, REFLECTIONS</p> <p>this is nonfiction commentary. purchase includes a free trial membership in the publisher's book club where you can select from more than a million books without charge. chapters: psychology and alchemy, red book, carl jung publications, memories, dreams, reflections, seven sermons to the dead, the collected works of c. g. jung, psychological types, answer to job, man and this is nonfiction commentary. purchase includes a free trial membership in the publisher's book club where you can select from more than a million books without charge. chapters: psychology and alchemy, red book, carl jung publications, memories, dreams, reflections, seven sermons to the dead, the collected works of c. g. jung, psychological types, answer to job, man and his symbols, psychology of the unconscious. source: wikipedia. free updates online. not illustrated. excerpt: psychology and alchemy is the twelfth volume in the princeton/bollingen edition of the collected works of carl jung. in it jung argues for a reevaluation of the symbolism of alchemy as being intimately related to the psychoanalytical process. using a cycle of dreams of one of his patients he shows how the symbols used by the alchemists occur in the psyche as part of the reservoir of mythological images drawn upon by the individual in their dream states. jung draws an analogy between the great work of the alchemists and the process of reintegration and individuation of the psyche in the modern psychiatric patient. in drawing these parallels jung reinforces the universal nature of his theory of the archetype and makes an impassioned argument for the importance of spirituality in the psychic health of the modern man. lavishly illustrated with images, drawings and paintings from alchemy and other mythological sources including christianity the book is another example of jung's immense erudition and fascination with the eso- and exoteric expressions of spirituality and the psyche in religion and mysticism. influenced by pioneering work by ethan allen hitchcock and herbert silberer (who was in turn influenced by jung), psychology and alchemy is a seminal work of reevaluation of a forgotten system of thought which did much to revitalise interest in alchemy as a serious force in western philosophical and esoteric culture. also interesting about this book is...more: http://booksllc.net/?id=747679 .more</p>	<p>Readable/Downloadable</p>
	<p>PHILOSOPHY OF PSYCHOLOGY: A CONTEMPORARY INTRODUCTION (ROUTLEDGE CONTEMPORARY INTRODUCTIONS TO PHILOSOPHY)</p> <p>an introduction to the philosophy of cognition and behaviour, this text introduces the philosophy of psychology as an interdisciplinary exploration of the nature and mechanisms of cognition. it charts four influential pictures of the mind and uses them to explore central topics in the philosophical foundations of psychology.</p>	<p>Readable/Downloadable</p>
	<p>WHAT CHILDREN NEED TO BE HAPPY, CONFIDENT AND SUCCESSFUL: STEP BY STEP POSITIVE PSYCHOLOGY TO HELP CHILDREN FLOURISH</p> <p>what children need to be happy, confident and successful provides a practical model for helping children flourish and achieve their personal potential in various areas of their lives. this title explores the five key areas of wellbeing: personal strengths, emotional wellbeing, positive communication, learning strengths, and resilience. full description</p>	<p>Readable/Downloadable</p>

TEORIA DE LA ELECCION / CHOICE THEORY: UNA NUEVA PSICOLOGIA DE LA LIBERTAD PERSONAL / A NEW PSYCHOLOGY OF PERSONAL FREEDOM (SABERES COTIDIANOS / DAILY KNOWLEDGE)

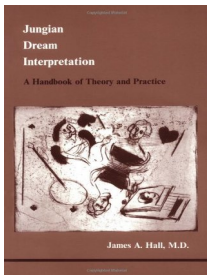
en la que es sin duda su obra mas importante, william glasser nos hace partícipes de su nueva y apasionante b+teoria de la eleccionb; como podemos b+elegirb; nuestras emociones y nuestros actos con el fin de vivir una vida mas sana y productiva. asi, explica que todo lo que hacemos, pensamos y sentimos procede de nuestro interior y no, como cree la mayoría, de una reaccion en la que es sin duda su obra mas importante, william glasser nos hace partícipes de su nueva y apasionante b+teoria de la eleccionb; como podemos b+elegirb; nuestras emociones y nuestros actos con el fin de vivir una vida mas sana y productiva. asi, explica que todo lo que hacemos, pensamos y sentimos procede de nuestro interior y no, como cree la mayoría, de una reaccion ante las personas y las cosas que nos rodean. nuestra conducta es el mejor medio de que disponemos para realizar elecciones que nos acerquen lo mas posible a nuestra imagen ideal del mundo. por ejemplo, contestamos al telefono porque, segun las imagenes que nos hemos formado en nuestra mente, hablar con la gente es una experiencia satisfactoria. y nos deprimimos para tratar de obligar a quien nos ha rechazado a volver con nosotros. en este atractivo libro, el doctor glasser explica e ilustra la teoria de la eleccion de una forma que nos ayuda a aprender como controlar mejor nuestras relaciones y nuestros actos. los problemas del matrimonio o de la educacion de los hijos, de las dolencias psicomaticas o los problemas de peso, del alcoholismo o de cualquier otro tipo de adiccion, son algunos de los escenarios que analiza. y lo hace vinculando la conducta humana a la imagen que de ella se hacen las personas, investigando el modo en que esas imagenes llegaron alli y, finalmente, utilizando ejemplos y casos reales para preguntarse que podemos hacer respecto a ellas. william glasser, fundador del institute for reality therapy de los c?ngeles, es autor de numerosos libros sobre salud mental y educacion, entre los que se cuentan reality therapy, schools without failure y positive addiction. ...more



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JUNGANIAN DREAM INTERPRETATION: A HANDBOOK OF THEORY AND PRACTICE (STUDIES IN JUNGANIAN PSYCHOLOGY BY JUNGANIAN ANALYSTS #13)

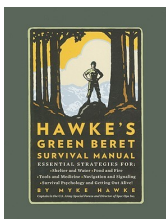
dreams, called god's forgotten language by some and messages from the devil by others, have long been seen as portents of the future. but the modern belief that dreams are intimately related to the personal psychology, attitudes and behavior patterns of the dreamer owes much to the pioneering work of the swiss psychiatrist carl jung, who showed that in dreams the unconscious dreams, called god's forgotten language by some and messages from the devil by others, have long been seen as portents of the future. but the modern belief that dreams are intimately related to the personal psychology, attitudes and behavior patterns of the dreamer owes much to the pioneering work of the swiss psychiatrist carl jung, who showed that in dreams the unconscious comes vividly to life. here is a comprehensive and practical guide to an understanding of dreams in light of the basic principles of jung's analytical psychology. jung's model of the psyche is concisely described and discussed, with many clinical examples of dreams and how they may be interpreted in context. particular attention is given to common and recurrent dream motifs, traumatic dreams, compensatory and purposive functions of dreams, dreams as prognostic of illness or physical change, and how dreams are related to the stage of life and individuation process of the dreamer. ...more



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HAWKE'S GREEN BERET SURVIVAL MANUAL: ESSENTIAL STRATEGIES FOR: SHELTER AND WATER, FOOD AND FIRE, TOOLS AND MEDICINE, NAVIGATION AND SIGNALING, SURVIVAL PSYCHOLOGY AND GETTING OUT ALIVE!

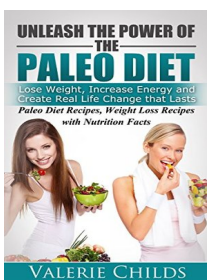
green beret and outdoor survival expert mykel hawke provides the most practical and accessible survival skills and information necessary for anyone to survive an unexpected situation in the outdoors. these are the most tried-and-true methods based on hawke's 25- year career as a captain in the us army green berets, founder of the survival training company spec ops inc, and green beret and outdoor survival expert mykel hawke provides the most practical and accessible survival skills and information necessary for anyone to survive an unexpected situation in the outdoors. these are the most tried-and-true methods based on hawke's 25- year career as a captain in the us army green berets, founder of the survival training company spec ops inc, and popular survival expert on a wide range of television shows. geared to the untrained civilian, hawke provides essential and easy-to-apply information on shelter, water, fire, food, survival psychology, first aid, tools, navigation, signaling, and basic natural phenomena. hawke's green beret survival manual gives every reader the tools necessary to survive the worst imaginable circumstance and make it out alive. with more than 200 how-to illustrations and complete survival-training information, this is the most useful and user-friendly survival book available. ...more



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PALEO DIET: UNLEASH THE POWER OF THE PALEO DIET: LOSE WEIGHT, INCREASE ENERGY AND CREATE REAL LIFE CHANGE THAT LASTS: PALEO RECIPES, WEIGHT LOSS RECIPES LOSS DIET, ANTI-INFLAMMATORY DIET, BOOK 1)

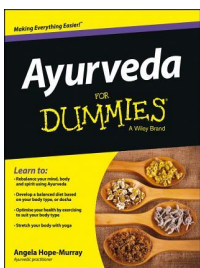
the paleo diet - the ultimate no b.s approach to weight loss, increased energy levels and overall well-being revealed here is a sneak peak...(attn: free bonus inside!) discover how changing your eating habits can fight and prevent disease! learn the key / best foods to eat for optimum / faster weight loss results learn why goal setting is vital for success and how you wil the paleo diet - the ultimate no b.s approach to weight loss, increased energy levels and overall well-being revealed here is a sneak peak...(attn: free bonus inside!) discover how changing your eating habits can fight and prevent disease! learn the key / best foods to eat for optimum / faster weight loss results learn why goal setting is vital for success and how you will reach your desired destination faster if you do this very thing right! discover which foods are destroying your progress and why they need to be eliminated from your current diet 60+ delicious, tested and winning recipes works for all body shapes and sizes paleo doesn't have to be expensive - can be done on a budget / can be cost efficient much, much more! want free books? go here: <http://fatlosswithpaleo.com> today only, get this amazon bestseller for just \$0.99. regularly priced at \$4.99. read on your pc, mac, smart phone, tablet or kindle device. learn the weight loss secrets to hundreds of thousands of people worldwide... hundreds of thousands of people worldwide have applied themselves to the paleo eating habits and have experienced new levels of energy, weight loss, and becoming more immune to various diseases. are you ready to jump on the paleo train just yet? i'm guessing you're at least curious since you're reading the description of this book. okay, before you decide, let me tell you what this book will help you with. have you ever struggled to lose weight because you couldn't stick to a "diet", or you're tired of lacking energy all the time, or simply want to get rid of all the processed foods in your diet and don't know how to go about it... if that's you, then i've got good news for you. this book will guide you from beginning to end on what you ought to do in order to succeed in the paleo way of eating. you'll learn how you too can make this a lifestyle, and actually enjoy it, not feeling like you're on a strict diet. because you know as much as anyone how difficult it is to ever stick to a "diet". maybe you've tried various diets in the past and have failed at every single one of them, and maybe you're looking at trying out the "paleo diet" as a last resort. well then let me tell you how happy i am for you that you're giving this your last try and not some fad diet out there. in this book you're given my 7 day proven fat attack plan, with 60+ recipes to choose from with tons of variation. i promise you will not get bored. have fun, enjoy life and lose weight in the process. i will ask you this - please write about your successes in the review section so other people that are in doubt can take a leap of faith and invest in their health like you did (plus by you giving reviews you actually help me reaching out to more people with this information). yours in health, valerie child's take action today and download this book for a limited time discount of only \$0.99! <http://fatlosswithpaleo.com/> © great reads publishing 2015 all rights reserved tags: paleo, paleo diet, paleo recipes, paleo cookbook, paleo diet cookbook, paleo diet recipes, weight loss with paleo, weight loss diet, detox diet, dash diet, mediterranean diet, paleo meal plan, paleo cooking, fat loss with paleo, fat loss, diabetes, anti-inflammatory d ...more



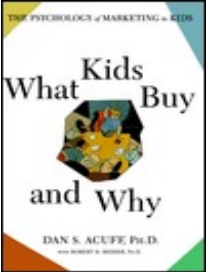
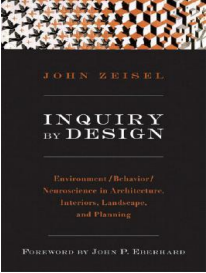

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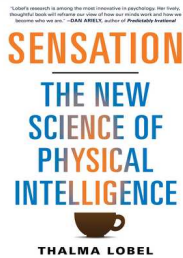
AYURVEDA FOR DUMMIES (FOR DUMMIES (PSYCHOLOGY & SELF HELP))

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