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Behavior Analysis for Lasting Change

Ethics for Behavior Analysts

A Practical Guide to the Behavior Analyst Certification Board Guidelines for Responsible Conduct *Routledge*

Behavior analysis, a rapidly growing profession, began with the use and application of conditioning and learning techniques to modify the behavior of children or adults presenting severe management problems, often because of developmental disabilities. Now behavior analysts work in a variety of settings, from clinics and schools to workplaces. Especially since their practice often involves aversive stimuli or punishment, they confront many special ethical challenges. Recently, the Behavior Analysis Certification Board codified a set of ten fundamental ethical guidelines to be followed by all behavior analysts and understood by all students and trainees seeking certification. This book shows readers how to follow the BACB guidelines in action. The authors first describe core ethical principles and then explain each guideline in detail, in easily comprehensible, everyday language. The text is richly illuminated by more than a hundred vivid case scenarios about which the authors pose, and later answer questions for readers. Useful appendices include the BACB Guidelines, an index to them, practice scenarios, and suggested further reading. Practitioners, instructors, supervisors, students, and trainees alike will welcome this invaluable new aid to professional development.

Applied Behavior Analysis *Pearson UK*

Behavior Analysis and Learning

Fifth Edition *Psychology Press*

Behavior Analysis and Learning, Fifth 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 and operant 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 fifth 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 chapter on verbal behavior is expanded to include new research on stimulus equivalence and naming; there is also a more detailed and updated analysis of learning by imitation and its possible links to mirror neurons. In the chapter on applied behavior analysis (ABA), new emphasis is given to contingency management of addiction, applications to education, ABA and

autism, and prevention and treatment of health-related problems. 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 (www.psypress.com/u/pierce).

Just and Lasting Change

When Communities Own Their Futures *JHU Press*

With contributions from leading international experts in community-based development and public health, *Just and Lasting Change* offers a hopeful description of how people have made a difference in diverse communities around the world and a practical, accessible handbook for those trying to improve the quality of life in underdeveloped communities everywhere.

Practical Ethics for Effective Treatment of Autism Spectrum Disorder *Academic Press*

Practical Ethics for Effective Treatment of Autism Spectrum Disorder is for behavior analysts working directly with, or supervising those who work with, individuals with autism. The book addresses important topics such as the principles and values that underlie the Behavior Analyst Certification Board's ® Professional and Ethical Compliance Code for Behavior Analysts, and factors that affect ethical decision-making. In addition, the book addresses critical and under-discussed topics of: scope of competence; evidence-based practice in behavior analysis; how to collaborate with professionals within and outside one's discipline; and how to design systems of ethical supervision and training customized to unique treatment settings. Across many of the topics, the authors also discuss errors students and professionals may make during analyses of ethical dilemmas and misapplications of ethical codes within their practice. Reviews core ethical principles Discusses factors that affect ethical decision-making Describes how to create systems for teaching and maintaining ethical behavior Discusses how to identify your own scope of competence in autism treatment Describes the process of evidence-based practice and how it can be applied to behavior-analytic treatment for autism Discusses the importance of interdisciplinary collaboration and how to be a good collaborator Reviews common mistakes students and supervisors make when analyzing ethical dilemmas, along with common misapplications of ethical codes

Applied Behavior Analysis

Fifty Case Studies in Home, School, and Community Settings *Springer*

This textbook offers real-world case studies for using Applied Behavior Analysis (ABA) to create, implement, and appraise behavior intervention programs across a variety of client situations. Its chapters are formatted for ease of use and retention and organized to focus on the core components of ABA: assessment, planning, implementation, evaluation, and research/ethics. Illustrative cases represent a diversity of problem behaviors, settings, social contexts, and life stages, and includes questions about data collection, goal setting, communication with families, and other processes of effective ABA practice. Together they emphasize not only the content knowledge involved in designing interventions, but also the interpersonal skills necessary for helping change complex challenging behaviors. These fifty case studies: Are suited to

individual or team training. Present guiding questions regarding ABA process and professional practice. Feature charts, forms, templates, and other practical tools. Include links to Behavior Analyst Certification Board resources. Demonstrate the flexibility of ABA for use with children, adolescents, adults, or seniors. *Applied Behavior Analysis: Fifty Case Studies in Home, School, and Community Settings* is an essential text for graduate students, researchers, and practitioners in child and school psychology, behavior analysis, learning and instruction, counseling, and education. This singular volume models critical thinking and professional development in keeping with best practices and professional standards.

Schedules of Reinforcement

B. F. Skinner Foundation

The contingent relationship between actions and their consequences lies at the heart of Skinner's experimental analysis of behavior. Particular patterns of behavior emerge depending upon the contingencies established. Ferster and Skinner examined the effects of different schedules of reinforcement on behavior. An extraordinary work, *Schedules of Reinforcement* represents over 70,000 hours of research primarily with pigeons, though the principles have now been experimentally verified with many species including human beings. At first glance, the book appears to be an atlas of schedules. And so it is, the most exhaustive in existence. But it is also a reminder of the power of describing and explaining behavior through an analysis of measurable and manipulative behavior-environment relations without appealing to physiological mechanisms in the brain. As an exemplar and source for the further study of behavioral phenomena, the book illustrates the scientific philosophy that Skinner and Ferster adopted: that a science is best built from the ground up, from a firm foundation of facts that can eventually be summarized as scientific laws.

Propaganda in the Helping Professions *Oxford University Press*

This incisive look at how propaganda has infiltrated the helping professions is essential reading for social workers, psychologists, and other helping professionals, and is an excellent supplement to courses on critical thinking and introduction to practice.

Atomic Habits

An Easy & Proven Way to Build Good Habits & Break Bad Ones *Penguin*

The #1 New York Times bestseller. Over 4 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired

and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy);
- overcome a lack of motivation and willpower;
- design your environment to make success easier;
- get back on track when you fall off course; ...and much more.

Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Single Case Research Methodology

Applications in Special Education and Behavioral Sciences *Routledge*

In this anticipated new edition of *Single Case Research Methodology*, David L. Gast and Jennifer R. Ledford detail why and how to apply standard principles of single case research methodology to one's own research or professional project. Using numerous and varied examples, they demonstrate how single case research can be used for research in behavioral and school psychology, special education, speech and communication sciences, language and literacy, occupational therapy, and social work. This thoroughly updated new edition features two entirely new chapters on measurement systems and controversial issues in single subject research, in addition to sample data sheets, graphic displays, and detailed guidelines for conducting visual analysis of graphic data. This book will be an important resource to student researchers, practitioners, and university faculty who are interested in answering applied research questions and objectively evaluating educational and clinical practices.

Choice Theory

A New Psychology of Personal Freedom *Harper Collins*

Dr. William Glasser offers a new psychology that, if practiced, could reverse our widespread inability to get along with one another, an inability that is the source of almost all unhappiness. For progress in human relationships, he explains that we must give up the punishing, relationship-destroying external control psychology. For example, if you are in an unhappy relationship right now, he proposes that one or both of you could be using external control psychology on the other. He goes further. And suggests that misery is always related to a current unsatisfying relationship. Contrary to what you may believe, your troubles are always now, never in the past. No one can change what happened yesterday.

Encyclopedia of Autism Spectrum Disorders

The Supervisor's Guidebook

Evidence-Based Strategies for Promoting Work Quality and Enjoyment Among Human Service Staff *Charles C Thomas Publisher*

This guidebook will show how supervisors can ensure support staff to deliver quality services for people with disabilities whose quality of life is heavily dependent on how well those services are provided. Supervisors must ensure staff receive necessary training in their job duties, are actively supported to stay motivated to work proficiently and, at times, effectively assisted

to improve their work performance. Supervisors have to overcome many challenges to fulfill these critical duties, often involving frequent changes in their staff work force and varying or limited resources. Complicating the job of staff supervisors is a lack of formal training necessary to perform their supervisory duties effectively. When supervisors do receive training in how to supervise staff work performance, the training is not always very useful. The training is frequently too general to equip supervisors with knowledge and skills to affect staff work performance on a routine basis. The training also is commonly based on unproven means of promoting quality staff performance, stemming from current fads or ideology that has little if any hard evidence to support the training content. Over the last five decades, a technology for supervising staff work performance in the human services has been evolving, derived from applied research conducted in many human service agencies. However, most supervisors have not had opportunities to become aware of these evidence-based means of fulfilling their supervisory duties. The purpose of *The Supervisor's Guidebook* is to describe the existing evidence-based approach to supervision. Description of the approach is supplemented with practical suggestions based on the authors' combined experience encompassing over 100 years of supervising staff performance in the human services. The intent is to provide supervisors with detailed information about tried and tested means of promoting diligent and proficient staff performance and to do so in a way that maximizes staff enjoyment with their work.

Switch

How to Change Things When Change Is Hard *Currency*

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Fahrenheit 451

A Novel *Simon and Schuster*

A totalitarian regime has ordered all books to be destroyed, but one of the book burners suddenly realizes their merit.

Changing Employee Behavior

A Practical Guide for Managers *Springer*

An important part of every manager's job is changing people's behavior: to improve someone's performance, get them to better manage relationships with colleagues, or to stop them doing something. Yet, despite the fact that changing people's behavior is such an important skill for managers, too many are unsure how to actually go about it. This book reveals the simple, but powerful techniques for changing behavior that experts from a range of disciplines have been using for years, making them available to all managers in a single and comprehensive toolkit for change that managers can use to drive and improve the performance of their staff. Based on research conducted for this book, it introduces practical techniques drawn from the fields of psychology, psychotherapy, and behavioral economics, and show how they can be applied to address some of the most common, every-day challenges that managers face. #changingpeople

The Kallikak Family

A Study in the Heredity of Feeble-mindedness

The Shift

7 Powerful Mindset Changes for Lasting Weight Loss *St. Martin's Press*

The Shift is not about what to eat or not eat. It's not about when to eat. It's about building thinking habits, proven through science, that help you lose weight. There are so many myths surrounding weight loss: Setbacks mean failure. Big results require big goals. You need to power through alone. You have to hate your body to lose weight. Happiness awaits you only at the end of the journey. All of these are untrue, unhelpful—and actually undermine long-term weight loss. Dr. Gary Foster's 7 Mindset Shifts show you how to—and why you should—treat yourself in a way that feels better and primes you for likelier success. His argument and the techniques in each chapter, built on years of research and breakthroughs in cognitive behavioral therapy and positive psychology, can lead to results on the scale—but, more important, in your own thinking. The Shift flips old-fashioned weight-loss theory on its head, training you to recognize when your thinking is taking you away from your goals, to focus on action rather than outcome, and to value non-scale victories more than the number on the digital display. It's evidence-based motivation—and it really works! The 7 Mindset Shifts include treating yourself with compassion, leaning into your strengths, appreciating the power of small steps (and more frequent rewards), finding your people, and truly relaxing into happiness and gratitude. "Diet thinking" isn't habit-forming; mindset shifts are. And muscular yet kind mental habits, like the ones found in The Shift, are key to long-term, positive change.

Behavior Analysis for Lasting Change

Study Guide to Accompany

Methods of Behavior Analysis in Neuroscience *CRC Press*

Using the most well-studied behavioral analyses of animal subjects to promote a better understanding of the effects of disease and the effects of new therapeutic treatments on human cognition, *Methods of Behavior Analysis in Neuroscience* provides a reference manual for molecular and cellular research scientists in both academia and the pharmaceutical

Influencer: The New Science of Leading Change, Second Edition *McGraw Hill Professional*

CHANGE YOUR COMPANY. CHANGE THE LIVES OF OTHERS. CHANGE THE WORLD. An INFLUENCER leads change. An INFLUENCER replaces bad behaviors with powerful new skills. An INFLUENCER makes things happen. This is what it takes to be an INFLUENCER. Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We learn to cope rather than learning to influence. From the bestselling authors who taught the world how to have *Crucial Conversations* comes the new edition of *Influencer*, a thought-provoking book that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You'll be taught each and every step of the influence process—including robust strategies for making change inevitable in your personal life, your business, and your world. You'll learn how to: Identify high-leverage behaviors that lead to rapid and profound change Apply strategies for changing both thoughts and actions Marshal six sources of influence to make change inevitable *Influencer* takes you on a fascinating journey from San Francisco to Thailand to South Africa, where you'll see how seemingly "insignificant" people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and sustainable, but inevitable. You'll discover breakthrough ways of changing the key behaviors that lead to greater safety, productivity, quality, and customer service. No matter who you are or what you do, you'll never learn a more valuable or important set of principles and skills. Once you tap into the power of influence, you can reach out and help others work smarter, grow faster, live, look, and feel better—and even save lives. The sky is the limit . . . for an Influencer. PRAISE FOR INFLUENCER: "AN INSTANT CLASSIC! Whether you're leading change or changing your life, this book delivers." -- Stephen R. Covey, author of *The 7 Habits of Highly Effective People* "Ideas can change the world—but only when coupled with influence--the ability to change hearts, minds, and behavior. This book provides a practical approach to lead change and empower us all to make a difference." -- Muhammad Yunus, Nobel Peace Prize Winner "Influencing human behavior is one of the most difficult challenges faced by leaders. This book provides powerful insight into how to make behavior change that will last." -- Sidney Taurel, Chairman and Chief Executive Officer, Eli Lilly and Company "If you are truly motivated to make productive changes in your life, don't put down this book until you reach the last page. Whether dealing with a recalcitrant teen, doggedly resistant coworkers, or a personal frustration that 'no one ever wants to hear my view,' *Influencer* can help guide you in making the changes that put you in the driver's seat." -- Deborah Norville, anchor of *Inside Edition* and bestselling author

Climate Change Science

An Analysis of Some Key Questions *National Academies Press*

The warming of the Earth has been the subject of intense debate and concern for many scientists, policy-makers, and citizens for at least the past decade. *Climate Change Science: An Analysis of Some Key Questions*, a new report by a committee of the National Research Council, characterizes the global warming trend over the last 100 years, and examines what may be in store for the 21st century and the extent to which warming may be attributable to human activity.

How People Learn

Brain, Mind, Experience, and School: Expanded Edition *National Academies Press*

First released in the Spring of 1999, *How People Learn* has been expanded to show how the theories and insights from the original book can translate into actions and practice, now making a real connection between classroom activities and learning behavior. This edition includes far-reaching suggestions for research that could increase the impact that classroom teaching has on actual learning. Like the original edition, this book offers exciting new research about the mind and the brain that provides answers to a number of compelling questions. When do infants begin to learn? How do experts learn and how is this different from non-experts? What can teachers and schools do-with curricula, classroom settings, and teaching methods--to help children learn most effectively? New evidence from many branches of science has significantly added to our understanding of what it means to know, from the neural processes that occur during learning to the influence of culture on what people see and absorb. *How People Learn* examines these findings and their implications for what we teach, how we teach it, and how we assess what our children learn. The book uses exemplary teaching to illustrate how approaches based on what we now know result in in-depth learning. This new knowledge calls into question concepts and practices firmly entrenched in our current education system. Topics include: How learning actually changes the physical structure of the brain. How existing knowledge affects what people notice and how they learn. What the thought processes of experts tell us about how to teach. The amazing learning potential of infants. The relationship of classroom learning and everyday settings of community and workplace. Learning needs and opportunities for teachers. A realistic look at the role of technology in education.

Make Lasting Changes

The Science of Sustainable Behavior Change and Reaching Your Goals *Pkcs Media, Incorporated*

Scientifically proven methods to change your life and stick with it. It's never too late to be exactly who you want to be. Logically, making changes is easy. We already know what we need to do. But why can't we simply force ourselves to act? This book will show you exactly where you are, where you want to go, and how to bridge the gap. Stop failing. Strategically ensure that your efforts will finally pay off this time. *Make Lasting Changes* is the new handbook for introducing change, improvement, and development in your life. It tackles every phase of creating a change in your life, and addresses it from every angle that keeps you back or pushes you forward. You've probably tried and failed. Learn what it takes to create sustainable change and prevent sabotaging yourself. How to seize control from your lizard brain and bad habits. Peter Hollins has studied psychology and peak human performance for over a dozen years and is a bestselling author. He has worked with a multitude of individuals to unlock their potential and path towards success. His writing draws on his academic, coaching, and research experience. Learn to persevere, be disciplined, and dig deep when the going gets tough and you want to give up. -Historical and biological models of behavior change and how they can help you. -Understanding the hidden psychological and emotional obstacles to change. -Deciphering what really drives you to keep moving. -How to persevere when you get stuck and maintain momentum. How to tune out distractions, resist temptations, and achieve beyond your limits. -The art of self-analysis and self-awareness. -Creating

an environment for inevitable change and improvement. -Dealing with old habits and natural instincts. -The biggest mistakes of making changes and how to avoid them. Reform your behavior patterns once and for all; make this your last necessary attempt. The ability to Make Lasting Changes is the ability to truly create the life you want. Worthy goals don't come easily - this is how you strategically reach them. Whatever your circumstance, if you are able to take command you're your behavior, you can adapt and thrive.

Handbook of Research on Human Development in the Digital Age *IGI Global*

The rapid evolution of technology continuously changes the way people interact, work, and learn. By examining these advances, researchers can further optimize the various opportunities that technology provides. The *Handbook of Research on Human Development in the Digital Age* is a pivotal reference source presenting the latest scholarly research on the impact of technology on the population through different theories and perspectives. Featuring extensive coverage on a broad range of topics such as cyberbullying, mobile technology, and social skills development, this publication is ideally designed for academicians, researchers, and practitioners seeking current research on new trends in technology that impact society.

Leading Change *Harvard Business Press*

Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins.

The Power of Habit: by Charles Duhigg | Summary & Analysis *Elite Summaries*

Detailed summary and analysis of *The Power of Habit*.

The Handbook of Behavior Change *Cambridge University Press*

Social problems in many domains, including health, education, social relationships, and the workplace, have their origins in human behavior. The documented links between behavior and social problems have compelled governments and organizations to prioritize and mobilize efforts to develop effective, evidence-based means to promote adaptive behavior change. In recognition of this impetus, *The Handbook of Behavior Change* provides comprehensive coverage of contemporary theory, research, and practice on behavior change. It summarizes current evidence-based approaches to behavior change in chapters authored by leading theorists, researchers, and practitioners from multiple disciplines, including psychology, sociology, behavioral science, economics, philosophy, and implementation science. It is the go-to resource for researchers, students, practitioners, and policy makers looking for current knowledge on behavior change and guidance on how to develop effective interventions to change behavior.

OBM Applied! Volume 4 *Lulu.com*

Health Behavior

Theory, Research, and Practice *John Wiley & Sons*

The essential health behavior text, updated with the latest theories, research, and issues *Health Behavior: Theory, Research and Practice* provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health

behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication. Explore the link between culture and health, and the importance of community. Get up to date on emerging theories of health behavior and their applications. Examine the push toward evidence-based interventions, and global applications. Written and edited by the leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research and Practice* provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

Better Than Before

What I Learned About Making and Breaking Habits--to Sleep More, Quit Sugar, Procrastinate Less, and Generally Build a Happier Life *Crown*

NEW YORK TIMES BESTSELLER • The author of *The Happiness Project* and “a force for real change” (Brené Brown) examines how changing our habits can change our lives. “If anyone can help us stop procrastinating, start exercising, or get organized, it’s Gretchen Rubin. The happiness guru takes a sledgehammer to old-fashioned notions about change.”—*Parade* Most of us have a habit we’d like to change, and there’s no shortage of expert advice. But as we all know from tough experience, no magic, one-size-fits-all solution exists. It takes work to make a habit, but once that habit is set, we can harness the energy of habits to build happier, stronger, more productive lives. In *Better Than Before*, acclaimed writer Gretchen Rubin identifies every approach that actually works. She presents a practical, concrete framework to allow readers to understand their habits—and to change them for good. Infused with Rubin’s compelling voice, rigorous research, and easy humor, and packed with vivid stories of lives transformed, *Better Than Before* explains the (sometimes counterintuitive) core principles of habit formation and answers the most perplexing questions about habits: • Why do we find it tough to create a habit for something we love to do? • How can we keep our healthy habits when we’re surrounded by temptations? • How can we help someone else change a habit? Rubin reveals the true secret to habit change: first, we must know ourselves. When we shape our habits to suit ourselves, we can find success—even if we’ve failed before. Whether you want to eat more healthfully, stop checking devices, or finish a project, the invaluable ideas in *Better Than Before* will start you working on your own habits—even before you’ve finished the book.

Tiny Habits

The Small Changes That Change Everything *Eamon Dolan Books*

The world’s leading expert on habit formation shows how you can have a happier, healthier life: by starting small. Myth: Change is

hard. Reality: Change can be easy if you know the simple steps of Behavior Design. Myth: It’s all about willpower. Reality: Willpower is fickle and finite, and exactly the wrong way to create habits. Myth: You have to make a plan and stick to it. Reality: You transform your life by starting small and being flexible. BJ FOGG is here to change your life—and revolutionize how we think about human behavior. Based on twenty years of research and Fogg’s experience coaching more than 40,000 people, *Tiny Habits* cracks the code of habit formation. With breakthrough discoveries in every chapter, you’ll learn the simplest proven ways to transform your life. Fogg shows you how to feel good about your successes instead of bad about your failures. Already the habit guru to companies around the world, Fogg brings his proven method to a global audience for the first time. Whether you want to lose weight, de-stress, sleep better, or be more productive each day, *Tiny Habits* makes it easy to achieve.

The Behaviour Change Wheel

A Guide to Designing Interventions

Designing Interventions brings together theory-based tools developed in behavioural science to understand and change behaviour to form a step-by-step intervention design manual. This book is for anyone with an interest in changing behaviour regardless of whether they have a background in behavioural science.

Behavioral Principles in Communicative Disorders

Applications to Assessment and Treatment *Plural Publishing*
Behavioral Principles in Communicative Disorders: Applications to Assessment and Treatment examines the basic principles of the science of behaviorism and applies those principles to the assessment and treatment of communicative disorders. It begins with the history and basic principles of behaviorism, as well as a chapter examining Skinner’s (1957) concept of verbal behavior and functional units of verbal behavior. The text then discusses functional behavior assessment, the formulation of operationally defined target behaviors, discrete trial treatment procedures, and various techniques for increasing desirable behaviors and decreasing undesirable behaviors. The concluding chapters describe single-case research designs that support the efficacy of behavioral principles and address ethical questions and historic controversies surrounding the application of those principles. Speech-language pathologists (SLPs) seek to change communicative behaviors in the clients they serve; the principles of behavioral science have many applications to the assessment and treatment of communicative disorders. There is a vast body of evidence indicating the efficacy of behavioral approaches in behavior modification, and SLPs have been tasked by their professional associations to employ evidence-based practices. Also, there is an appreciation for the usefulness of behavioral principles in treating clients with very severe communicative disorders, such as autism, apraxia, and dysfluency. This is evidenced by the development of the field of applied behavior analysis and the growing numbers of board certified behavior analysts (BCBA), with whom SLPs may be called upon to collaborate. *Behavioral Principles in Communicative Disorders* is primarily designed for practicing speech-language pathologists looking for detailed descriptions of evidence-based treatment procedures, as well as professors and students in university programs in communicative disorders. However, professionals in other fields, such as applied behavior analysis and special education, will also find this to be a highly useful text.

How Behavior Spreads

The Science of Complex Contagions *Princeton University Press*

A new, counterintuitive theory for how social networks influence the spread of behavior. New social movements, technologies, and public-health initiatives often struggle to take off, yet many diseases disperse rapidly without issue. Can the lessons learned from the viral diffusion of diseases improve the spread of beneficial behaviors and innovations? *How Behavior Spreads* presents over a decade of original research examining how changes in societal behavior—in voting, health, technology, and finance—occur and the ways social networks can be used to influence how they propagate. Damon Centola's startling findings show that the same conditions that accelerate the viral expansion of an epidemic unexpectedly inhibit the spread of behaviors. *How Behavior Spreads* is a must-read for anyone interested in how the theory of social networks can transform our world.

25 Essential Skills & Strategies for the Professional Behavior Analyst

Expert Tips for Maximizing Consulting Effectiveness *Taylor & Francis*

25 Essential Skills & Strategies for the Professional Behavior Analyst is a much needed guidebook for behavior analysts who want to become successful at consulting. Jon Bailey and Mary Burch present five basic skills and strategy areas that professional behavior analysts need to acquire. This book is organized around those five areas, with a total of 25 specific skills presented within those topics. Every behavior analyst, whether seasoned or beginning, should have this book.

Applied Behavior Analysis for Children with Autism Spectrum Disorders *Springer Science & Business Media*

Autism was once thought of as a rare condition, until the Centers for Disease Control and Prevention's Autism and Developmental Disabilities Monitoring Network released the statistic that about 1 in every 150 eight-year-old children in various areas across the United States is afflicted by an autism spectrum disorder, or ASD. This news led to a dramatic expansion of research into autism

spectrum disorders and to the emergence of applied behavior analysis (ABA) as the preferred method of treatment, even among prescribing practitioners. *Applied Behavioral Analysis for Children with Autism Spectrum Disorders* ably synthesizes research data and trends with best-practice interventions into a comprehensive, state-of-the-art resource. Within its chapters, leading experts review current ABA literature in depth; identify interventions most relevant to children across the autism spectrum; and discuss potential developments in these core areas: Assessment methods, from functional assessment to single case research designs. Treatment methods, including reinforcement, replacement behaviors, and other effective strategies. The role of the differential diagnosis in ABA treatment planning. Specific deficit areas: communication, social skills, stereotypies/rituals. Target behaviors, such as self-injury, aggression, adaptive and self-help problems. ASD-related training concerns, including maintenance and transition issues, and parent training programs. This volume is a vital resource for researchers, graduate students, and professionals in clinical child and school psychology as well as the related fields of education and mental health.

Planning Health Promotion Programs

An Intervention Mapping Approach *John Wiley & Sons*

Planning Health Promotion Programs This thoroughly revised and updated third edition of *Planning Health Promotion Programs* provides a powerful, practical resource for the planning and development of health education and health promotion programs. At the heart of the book is a streamlined presentation of Intervention Mapping, a useful tool for the planning and development of effective programs. The steps and tasks of Intervention Mapping offer a framework for making and documenting decisions for influencing change in behavior and environmental conditions to promote health and to prevent or improve a health problem. *Planning Health Promotion Programs* gives health education and promotion professionals and researchers information on the latest advances in the field, updated examples and explanations, and new illustrative case studies. In addition, the book has been redesigned to be more teachable, practical, and practitioner-friendly.

Verbal Behavior *New York : Appleton-Century-Crofts*