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Continuing

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Attention to
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Enduring Issues in
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Understanding
Psychology, 10th
edition highlights
the enduring
issues that cut
across and unite
all subfields of
psychology-
Person-Situation,

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Nature-Nurture,
Stability-Change,
Diversity-

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Universality, and
Mind-Body- to
show students the
surprising unity
and coherence of
the diverse and
exciting science of
psychology. This
14-chapter

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program presents
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a scientific,
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accurate, and
current overview of
the fundamental
concepts of
psychology in a
clear and
accessible
language, with
significant
emphasis on

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applications of
psychology. It is
current without
being trendy. A
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deep commitment
to helping students
and instructors
achieve their
goals.*Improve
Critical Thinking -
Five enduring
themes are woven

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throughout the text
International
to help students
Economics Gerber
connect ideas
across chapters,
while critical
thinking questions
within chapters
push students to a
deeper
understanding of
the material.

*Engage Students

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- Applying
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Psychology
Economics Gerber

exercises in each chapter allow students to connect what they have learned to real-life problems and situations, such as how to use the principles of psychology to

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International
environmental
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- This introductory
book references
relevant research
reflecting how
psychology is both
rapidly evolving
and remaining the
same. Using the

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in the new
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*sections - Consist
of short recaps of
the chapters'*

*main points,
followed by
questions
designed to
provoke critical
thinking. Engage
Students -
Chapter Opening
Prologues -*

Describe an individual or situation that is relevant to the basic developmental issues being addressed in the chapter. Explore Research - From Research to Practice boxes -

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contemporary
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research topic.*

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Business Ethics:*

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that are relevant

to resolving moral

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*within which
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business arise;
and supplies case
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*basic ideas
discussed within
the text in its
margins; presents
conceptual
materials first,
and then offers
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second through
standardized
chapters; all
providing students*

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*the chance to
critically think
about the material
they are learning.
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Study questions at
the beginning of
each chapter,
definitions of key
terms in the
margins, a
glossary, chapter-*

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*end study and
discussion
questions, end-of-
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