Bringing together exciting new research on a central topic in human motivation, this volume is an important addition to the libraries of personality, social, and cognitive psychologists, affective and social neuroscientists, clinical psychologists, as well as graduate students in these fields and practitioners.

- How do unconscious motivational needs (i.e., implicit motives) influence physiological, cognitive, affective, and behavioral responses to incentives?
- How can implicit motives be measured?
- How are they shaped by culture, how do they influence political and societal processes?
- Why are they often mismatched with the explicit beliefs people have about their motivational needs and what are the consequences of such mismatches?
- How can we use knowledge about implicit motives in clinical, business, and school contexts to help people achieve their goals?

These are some of the topics this comprehensive book presents in 18 clearly written chapters, contributed by leading authorities in the field. It represents a state-of-the-art reference for all researchers and practitioners interested in human motivation.

Features:
- The book provides the first overview of the field of implicit motive research in almost 20 years and brings together the world's leading experts on implicit motives. It contains original contributions featuring theoretical models and empirical findings some of which are presented here for the first time at full length.