Understanding Human Motivation: What Makes People Tick?

Understanding Human Motivation is a lively presentation of how factors such as biological nature, instinct, past experience, and society determine what we do.

This volume draws on many different domains of human behavior and links together many motivational factors such as fear, sex, consciousness, and rage. It illustrates the theoretical bases of motivation through real-life examples and case studies and, as an added benefit, is written in an accessible manner for use in course.

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