

# Essentials of Psychology: Concepts and Applications


By Jeffrey S. Nevid


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Written in a friendly style, this brief introductory book makes the study of psychology accessible and engaging to readers with little background in the subject. Nevid's comprehensive learning system-derived from research on memory, learning, and textbook pedagogy-is featured throughout. This learning model incorporates what the author calls the "Four E's of Effective Learning"-Engaging Interest, Encoding Information, Elaborating Meaning, and Evaluating Progress. ESSENTIALS OF PSYCHOLOGY: CONCEPTS AND APPLICATIONS, 4th Edition, provides a broad view of psychology as well as applications of the knowledge gained from contemporary research to the problems and challenges we face in today's world.

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#### About the Author

Dr. Jeffrey Nevid is Professor of Psychology at St. John's University in New York. He received his doctorate from the State University of New York at Albany and completed a post-doctoral fellowship in evaluation research at Northwestern University. He has accrued more than 200 research publications and professional presentations and is the author or coauthor of more than a dozen textbooks and other books in psychology and related fields, many in multiple editions. Dr. Nevid has conducted research in many areas of psychology, including health psychology, clinical and community psychology, social psychology, gender and human sexuality, adolescent development, and teaching of psychology. His research publications have appeared in such journals as Health Psychology, Journal of Consulting and Clinical Psychology, Journal of Community Psychology, Journal of Youth and Adolescence, Behavior Therapy, Psychology and Marketing, Professional Psychology, Teaching of Psychology, Sex Roles, and Journal of Social Psychology, among others. Dr. Nevid also served as Editorial Consultant for the journals Health Psychology and Psychology and Marketing and as Associate Editor for the Journal of Consulting and Clinical Psychology. He is actively involved in conducting research on pedagogical advances to help students succeed in their courses.

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