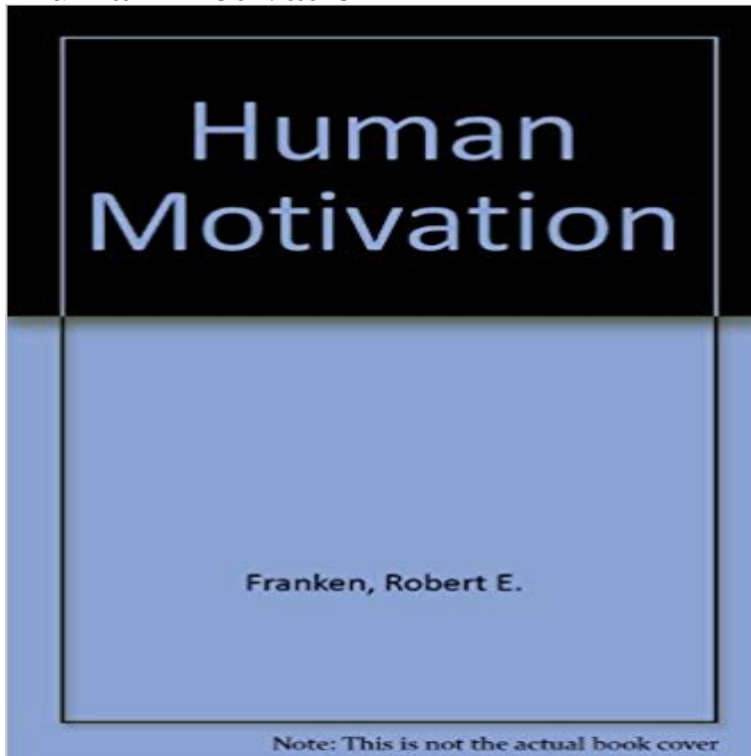


# Human Motivation



This text examines the major topics of motivation by exploring the way biological, behavioural and cognitive factors influence it. The new edition has been completely reorganized and revised to reflect new directions in the field and current research. In addition, there is greater emphasis on the explanation of ideas and synthesis of the research studies. Two chapters on Emotions and Depression have been added, and new sections include coverage of behavioural neuroscience, Siegels conditioning theory and Peels work, the power motive, and getting people to accept challenges. Revised chapter opening questions specifically address each chapters content. This book should be of interest to degree and diploma students on courses of behavioural science in departments of business, management studies and social sciences.

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