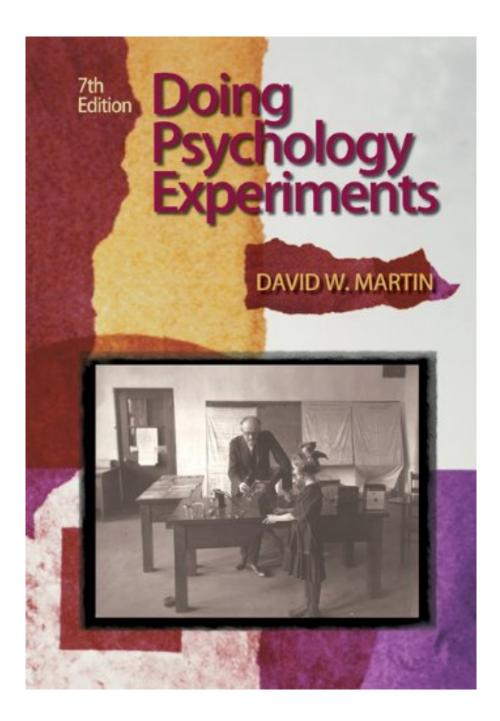


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Review

A major strength of the text is the author's casual and first-person style of writing. The examples are simple, fun, and excellent representations of the concepts. I love the cartoons. They are so comical and could serve as nice memory aids for some of the concepts because they provide a visual for ideas that really don't have a representative icon the way other concepts in psychology do. Joy Drinnon, Milligan College

Martin is uniquely and invitingly different. William Hardy, Sierra College

This is a very neat little book. It's as close to a page-turner as one can find in this area-it's clearly written by an experimenter who speaks from experience. I was very happy to have reviewed it and I would recommend it to anyone interested in solid, comprehensive psychological research. Daniel Cerutti, Duke University

About the Author

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