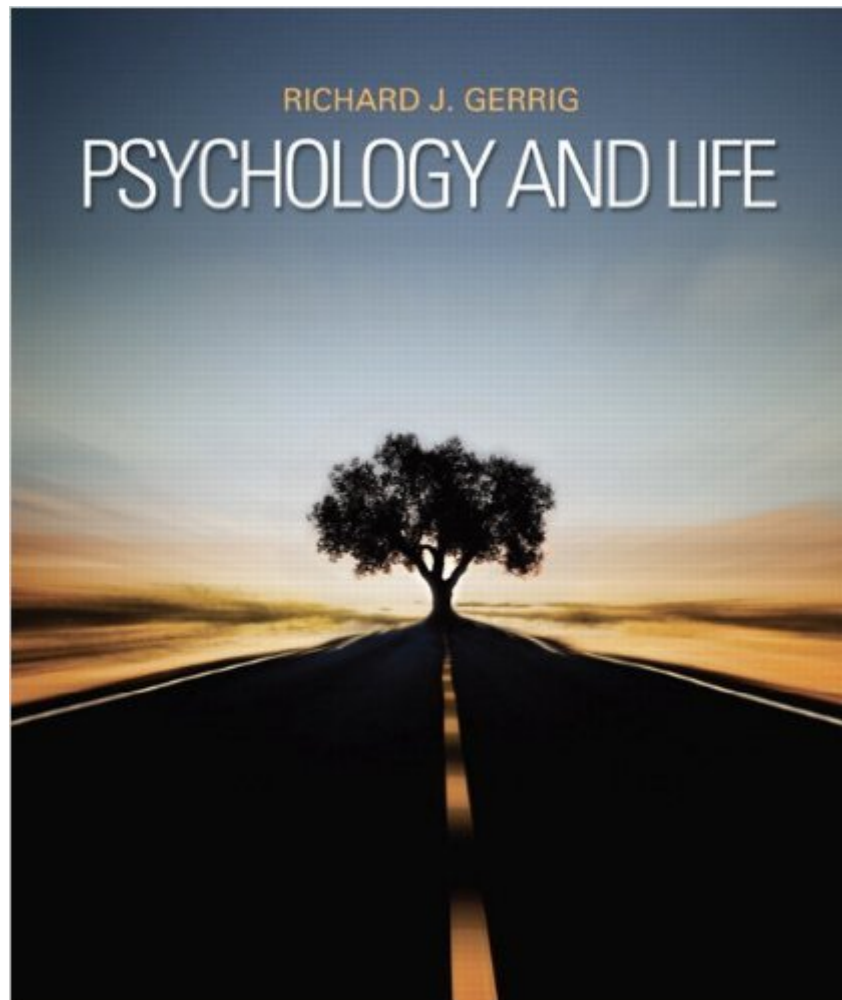


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Psychology And Life (20th Edition)



Synopsis

Bringing Psychological Research to Life Psychology and Life, 20th edition provides the perfect balance of science and accessibility so that students can understand research and its application to daily life. Richard Gerrig combines classic and cutting-edge research studies with an engaging and student friendly writing style. When paired with the new Pearson Experiments Tool and MyPsychLab, this new edition truly brings psychological research to life. A better teaching and learning experience This program will provide a better teaching and learning experience - for you and your students. Here's how: Personalize Learning - The new MyPsychLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - Critical thinking questions integrated throughout the text, and end-of-chapter review materials help readers move from memorizing to applying concepts and building critical thinking skills. Engage Students - The new design of the 20th edition creates a fresh look while integrating relevant experiments so that students can get "hands on" with psychology. Explore Research - Richard Gerrig features over a hundred classic and cutting-edge research studies throughout the text, one third of which are new to this edition. Support Instructors - This program provide instructors with unbeatable resources, including state-of-the art Interactive PowerPoints embedded with videos, the New MyPsychLab Video Series, an easy to use Instructor's Manual, a class tested Test Bank with item analysis data, an online test generator (MyTest) and the new MyPsychLab. All of these materials may be packaged with the text upon request. Note: MyPsychLab does not come automatically packaged with this text. To purchase MyPsychLab, please visit www.mypsychlab.com or you can purchase a ValuePack of the text + MyPsychLab (at no additional cost). ValuePack ISBN-10: 0205843379 / ValuePack ISBN-13: 9780205843374.

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Customer Reviews

By the time this posts I will have completed a Psychology course in college; the book itself is underwhelming. Gerrig is extremely verbose, he uses a ton of words to say very little. Don't get me wrong, the information is solid, but could be greatly condensed, the book itself is very large and cumbersome, perhaps I am just getting used to either smaller books, or iBooks. There are a lot of good charts and images in this book, but I also found that a lot of the information seems very, very basic. Then again, perhaps this is just right for the truly beginning psychology student--- and enough with all the early animal experiments; animal experimentation still continues, unfortunately, in the 21st century, but early psychologists could have learned a lot more using human, compensated volunteers--instead of subjecting animals (dogs, cats etc) to their cruel experiments.

OK, so... As the book was new, I thought it would contain a MyPsychLab code, but it did not. I was disappointed.

I have several of the previous editions of this book when it was co-authored. I enjoyed reading them and so I bought this new edition. The book arrived with the corners and covers badly damaged due to the very flimsy and poor packing by the seller. The new edition itself is also a disappointment. Considering there are so much recent advances in neurosciences and in neuropsychology, not enough new information and advances in the field has been included or added over the previous editions.

For an elective class that isn't related to my major, it wasn't necessary for me to have a brand new text book. So I rented this one instead of buying it. The copy I received had a lot of highlighting in it (I mean a lot) but was manageable to read. The condition of the book wasn't great, the corners were damaged and the cover was worn. It suited me well for what I needed it for. I would rent it again if I take a similar course

Despite the apathetic reviews, I thought this was a very good textbook. I took Introductory In

Psychology my first semester in school in the fall of 2013 and even though it wasn't needed or required, I ended up reading the whole book. I can't speak on behalf of the difference in editions and whether this newer edition changed or what not but I can say that I gleaned a lot of pertinent and practical information that stuck with me. Although it's a little late to write this review, I must say that I felt obligated to considering the fact I actually read the whole textbook. As another reviewer stated, and with some veracity, it was verbose at times but still well structured with a plethora of good examples.4.4/5

Author is quite wordy with his descriptions of various concepts and typos are numerous. Chapter 3, for example, covers enough material appropriate for 3 separate chapters. Other than that I still learned something new through independent learning on an online course.

Its the required text so its needed.. the one that came in the mail for me was the teachers edition though luckily there weren't any differences so i wasn't penalized. It came brand new so I would diffenitly order it over again if i had to.

Delivery took a long time. But item is as described

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