



Understanding Human Motivation: What Makes People Tick

Donald Laming

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

- Draws on many different domains of human behavior and links together many motivational factors such as fear, sex, consciousness, and rage.
- Illustrates the theoretical bases of motivation through real-life examples and case studies.
- Written in accessible manner for use in courses.

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