



Introduction to Psychology: Gateways to Mind and Behavior (with InfoTrac)

Dennis Coon

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In this revitalized, redesigned, and thoroughly updated Ninth Edition of his best-selling text, Dennis Coon presents psychology in a way readers will find fascinating, relevant, and above all, accessible. Built into every chapter are a number of features-originated by Coon-that help readers grasp major concepts, develop a broad understanding of psychology's diversity, and see for themselves how psychology relates to the challenges of everyday life. Dennis Coon's delight in the subject matter of psychology and in the readers' curiosity, insights, imagination, and interest is apparent on every page. In a course where professors are frequently confronted by students who haven't actually read their textbooks, Coon's text offers a solution. Coon effectively presents the latest research, the latest controversies, and the key scientific content in an involving way that gets students "hooked" on psychology and eager to read on. Because readers become actively involved with the material, they develop a basic understanding of psychology that they take with them into their future courses and careers. Coon was the first textbook author to make effective use of cognitive principles to teach psychology by building each chapter around the SQ3R study-reading formula: survey, question, read, recite, and review. In the Ninth Edition, Coon has added a fourth "R"-Relate-to create an SQ4R structure, designed to help students better retain the material by encouraging them to relate it directly to their own lives. A new subtitle-Gateways to Mind and Behavior-highlights the relevance of psychology to everyday life. There are certain takeaway concepts (or "Gateways") within each area of introductory psychology (and infused within each chapter) that, once mastered, will provide students with the ability to unlock a deeper understanding of themselves and the world around them, throughout the course and beyond.

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