

Predicting And Changing Behavior: The Reasoned Action Approach By Martin Fishbein

By Martin Fishbein

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Prediction and Change of Health Behavior honors the work of Martin Fishbein by illustrating the breadth and depth of the reasoned action approach. Martin Fishbein;

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Martin Fishbein, Icek Ajzen Predicting and Changing Behavior: The Reasoned Action Approach
Language: English Pages: 538 Publisher: Psychology Press; 1 edition

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Abstract: This book describes the reasoned action approach, an integrative framework for the prediction and change of human social behavior.

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