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With a strong emphasis on application_without neglecting research and science_this text focuses on helping students use the findings and knowledge of psychology throughout their own lives and careers.

As the only introductory psychology text written by authors with extensive business experience, Baron and Kalsher's Psychology: From Science to Practice seeks the ideal balance between psychology's practical and scientific sides. It highlights psychology's scientific nature while simultaneously emphasizing its practical value_how students can actually use and apply the material they read outside of the classroom.