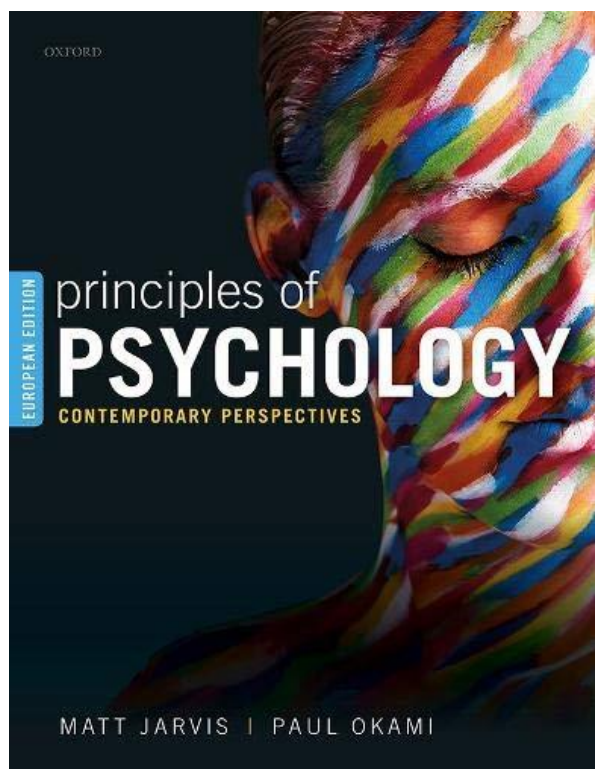




Připravili jsme pro Vás zvýhodněnou cenovou nabídku na titul, který právě vyšel v lednu 2020:

## Principles of Psychology



autoři Matt Jarvis, Paul Okami  
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běžná cena 1.500 Kč vč. DPH  
v této nabídce **1.200 Kč** vč. DPH  
(tato cena platí při objednání titulu do 31.3.2020)

Principles of Psychology: Contemporary Perspectives offers students a complete introduction to psychology. It balances contemporary approaches with classic perspectives, weaves stimulating conceptual issues throughout the text, and encourages students to think critically, creatively, and practically about the subject and how it applies to the real-world. It opens with an introduction to the study of psychology at undergraduate level and the positioning of psychology as a science (including coverage of some of its methods), before going on to look at the core domains of study typical in many European programmes and set out in the British Psychological Society guidelines.

The carefully developed pedagogical scheme is focused on getting students to think critically about the subject and to engage with its methodological elements, and on demonstrating real-world relevance. The book's online resources include a wealth of free-to-access materials: For students:- Self-test questions - Flashcards- Chapter outlines- Concept maps- Animations- Discussion topics- Assignments- Weblinks- A quarterly research digest To support lecturers- A lecturer's guide- Powerpoint presentations- Test bank - Image bank