
Contents

Notes on the Contributors	vii
Editor's introduction	xi
1 The experimental analysis of behaviour and its relevance to applied psychology <i>Derek Blackman</i>	1
2 Applied behaviour analysis: intervention with retarded people <i>Laurence Tennant, Chris Cullen and John Hattersley</i>	29
3 The token economy <i>Alan Kazdin</i>	59
4 Application of behaviour modification in the treatment of traumatically brain-injured adults <i>Rodger Wood and Peter Eames</i>	81
5 Behaviour modification in organizations <i>Graham Davey</i>	102
6 Pavlovian principles and behaviour therapy <i>Glyn Thomas and Mark O'Callaghan</i>	129
7 Establishing behaviour: the constructional approach <i>Chris Cullen, John Hattersley and Laurence Tennant</i>	149

8 Self-instructional training and cognitive behaviour modification: a behavioural analysis <i>Fergus Lowe and Peter Higson</i>	162
9 Conditioning principles, behaviourism and behaviour therapy <i>Graham Davey</i>	190
Name index	215
Subject index	221