Contents

	Introduction	v
I	The Germ Theory of Behavior	1
II	Social Learning Theory	5
\mathbf{III}	The Principles of Learning	12
IV	Preparing the Social Setting	30
V	Preparing a Master Plan for Behavior Change	33
VI	Initiating Behavior Change	40
VII	Reinforcing Desirable Behavior	52
VIII	Nonreinforcing Undesirable Behavior	83
IX	The Use of Inhibition	91
X	Using the Peer Group to Change Behavior	102
ΧI	Remedying Severe Deficits	107
XII	Thinning and Randomizing the Reinforcement Schedule	121
XIII	Maintaining Improvement	129
	Additional Readings	138
	Index	139