



Redesigning Psychology: In Search of the DNA of Behavior

Theo Poiez

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This unique and bold book presents a new approach to the understanding of behaviour, which diverges from the path of mainstream psychology. It presents a new behaviour model, 'the Triad model' which came about through combining theoretical arguments and conceptual elements. It shows why and how current research may be more restricted or even biased than is generally assumed. Through both theoretical arguments and practical examples it aims to present to readers a new approach to behaviour that they can relate and refer to, irrespective of the nature of their particular area of interest.

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