


Predicting and Changing Behavior: The Reasoned Action Approach


By *Martin Fishbein, Icek Ajzen*



Predicting and Changing Behavior: The Reasoned Action Approach By Martin Fishbein, Icek Ajzen

This book describes the reasoned action approach, an integrative framework for the prediction and change of human social behavior. It provides an up-to-date review of relevant research, discusses critical issues related to the reasoned action framework, and provides methodological and conceptual tools for the prediction and explanation of social behavior and for designing behavior change interventions.

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Editorial Review

Review

"Changing Behavior will be useful to any social scientist or practitioner interested in predicting intentions or behavior or in designing interventions to change intentions or behavior." – **Eddie M. Clark in PsycCRITIQUES**

"[The book] provides a fantastic resource and guide for predicting behaviour within the reasoned action framework." – **Stephan U. Dombrowski, University of Aberdeen, in The Psychologist**

"In this book, Martin Fishbein and Icek Ajzen provide the definitive description of the powerful reasoned action approach to predicting behavior. These two social psychologists have collaborated in pursuing this approach for over 30 years. Their lucid integration of a very large body of applied and basic research is of immense value for all who are interested in attitudes and the prediction of behavior." - **Alice Eagly, Professor of Psychology, Northwestern University**

"This scientific guide to predicting behavior arrives at an opportune moment. Never before have so many social issues demanded that we understand behavior change and get it right. This readable, rigorous, proven account will interest everyone interested in explaining and forecasting why people do what we do." - **Susan T. Fiske, Professor of Psychology, Princeton University**

About the Author

University of Pennsylvania, USA University of Massachusetts Amherst University of Massachusetts, USA

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