

PREFACE TO CUSTOM VERSIONS

The first three editions of *Psychology* were conventional textbooks of 17 chapters. The fourth edition of *Psychology* was a completely customized book with no standard version, a unique departure from the standard 15–19 chapter text. Instructors could construct their own book from any of the thirty chapters and have them bound in any order they wished. This, the fifth edition of *Psychology*, is available in **both** a standard version of 17 chapters **and** as a completely customizable, 4-color text, with 40 different chapters from which to choose.

This text has been custom-built by your instructor from a menu of 40 chapters to match your course.

Throughout all 40 chapters, the fifth edition of *Psychology* features:

- Solid, outstanding research content throughout that expert consultants, among the leading psychologists in the world, praised as being among the best of all introductory psychology texts
- Contributions to individual chapters by leading psychologists in their fields
- Full color throughout (the fourth edition was not in color)
- Excellent pedagogy, clear writing, and a student-friendly character
- New chapter end pieces: overview/cognitive tree, critical thinking about behavior, and resources and readings in psychology
- Flexibility by allowing instructors to package their notes, readings, and virtually any other material with the text

SOLID, OUTSTANDING RESEARCH CONTENT PRAISED BY EXPERT CONSULTANTS

Thirteen expert consultants went over the content of *Psychology*, Fifth Edition, in their area of expertise and made detailed recommendations. The photographs and brief biographies of the expert consultants, many of them among

the world's leading psychologists in their fields, appear in this preface. In many instances, the expert consultants offered glowing praise of *Psychology*, Fifth Edition's content.

Co-Authors of Individual Chapters by Leading Psychologists in Their Fields

The task of creating a 40-chapter introductory psychology text was a formidable one. To include outstanding content across psychology's many areas, I not only obtained the input of expert consultants as reviewers, but I also asked a number of psychologists to co-author individual chapters. They wrote material for the following chapters:

James Bartlett

Ph.D. Yale; University of Texas at Dallas
Memory; Thinking and Language

Robert Gifford

Ph.D. Simon Fraser; University of Victoria
Environmental Psychology; Applied Psychology

Morton Harmatz

Ph.D. U. of Washington; University of Massachusetts
Introduction to Clinical Psychology

William Katz

Ph.D. Brown; University of Texas at Dallas
Thinking and Language

Laura King

Ph.D. U. of California at Davis; Southern Methodist University
Motivation; Motivation and Emotion

David Neufeldt

Ph.D. U. of Arkansas; Hutchinson Community College
Industrial/Organizational Psychology and Career Development;
Applied Psychology

Alice O'Toole

Ph.D. Brown; University of Texas at Dallas
Methods; Sensation; Perception; Sensation and Perception

Raymond Paloutzian

Ph.D. Claremont Graduate School; Westmont College
The Psychology of Religion

Barry Stein

Ph.D. Vanderbilt; Tennessee Technological University
Thinking and Language

After each of these experts completed their writing, I rewrote the material in my style and added the appropriate pedagogy.

WRITING AND PEDAGOGY

I continue to strive to make *Psychology* a book that has excellent pedagogy, is well-written, and is student-friendly. The fifth edition of the book has a comprehensive, effective pedagogical system that will help students learn the material. The highlights of this learning system are presented in a **visual preface** that follows this preface.

In addition to the pedagogy and clear writing, high-interest chapter introductions (called Images of Psychology), special feature boxes, beautiful photographs and art, and personalized, applied examples of concepts are among the other features that make the fifth edition of *Psychology* a student-friendly book.

Expert Consultants

Three new chapter-ending features in *Psychology*, Fifth Edition, are:

1. **Overview/Cognitive Tree Section.** This section briefly summarizes the main chapter topics and provides a visual cognitive tree of those topics.
2. **Critical Thinking About Behavior.** This section presents high-interest topics and encourages students to think critically about the topics. The critical thinking pieces were written by leading expert Jane Halonen of Alverno College.
3. **Resources and Readings in Psychology.** This innovative feature includes research-oriented books; popular, easy-to-read trade books of high quality; and telephone numbers and addresses of resources related to the chapter's contents.

ACKNOWLEDGMENTS

I owe special debts to the expert consultants who provided detailed reviews of content.