



# Human Motivation

*Robert E. Franken*

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## **Human Motivation** Robert E. Franken

This book provides a thorough introduction to the basic facts and major theories of human motivation. Throughout the book, the author addresses the types of questions that often arise, such as "Why are some people more organized than others?" and "Why do people dream?" In his exploration of day-to-day human motivation, Franken provides a topical organization that shows students how biology, learning, and cognition interact with individual differences to produce human behavior.

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