

BUNDLE: Carlson: An Introduction to Statistics + Hettich: Your Undergraduate Degree in Psychology



We offer these texts bundled together at a discount for your students. Carlson: An Introduction to Statistics An Introduction to Statistics is the ideal text for incorporating an active learning approach to the subject of introductory statistics. Authors Kieth A. Carlson and Jennifer R. Winquist carefully and clearly explain fundamental statistical concepts in short and easy-to-understand chapters. The workbook activities were empirically developed to both reinforce and expand on these fundamental concepts. These activities are self-correcting and allow students to discover and correct their own misunderstandings early in the learning process. This learner-centered approach enables students to take ownership of their learning and read with purpose. Based on contemporary memory research (e.g., the testing effect, embedded reading questions), the text is designed to actively engage students in learning statistics while they generate explanations, which leads to better long term retention. Along with carefully developed learning objectives, realistic research scenarios, practice problems, and self-test questions throughout, this text provides the clarity necessary for a thorough understanding of statistical concepts. Hettich: Your Undergraduate Degree in Psychology Innovative strategies for psychology majors to survive and thrive in the workforce Nearly 100,000 students graduate each year with a bachelors degree in psychology, and a majority of these students will enter the workforce instead of pursuing a graduate degree. Many will find themselves tentatively deciding their next steps amid a complex and changing economic and job environment. In this text, authors and professors Paul I. Hettich and R. Eric Landrum provide innovative strategies and tools for succeeding after college with an undergraduate degree in psychology. Drawing on current research

data, applied theory, and both academic and workplace experiences, they help stimulate self-reflection and improve decision making as students approach their careers. The text covers key topics in the college-to-career transition, including career planning and development, identifying and transferring marketable skills, building and sustaining strong networks, understanding what employers want and don't want, coping with personal life changes, becoming a valued employee, and more. Please contact your Sales Representative for more information.

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