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## *This will be your student's favorite book.*

With every updated edition, *Psychology* continues to be the best-selling college Introductory Psych program. And students don't just use it – they love it. How do we know? They tell us.

Students regularly contact the authors with feedback and appreciation for producing a text that is both enlightening and engaging. With wit and humor, and through poignant personal stories, Drs. Myers and DeWall lead your students on an exciting journey through psychological science.

## *What's New in the 13th Edition?*

**2100 citations** present the field of psychology in its current state, including each sub-discipline's latest research insights.

**Coordination with APA's 2020 Introductory Psychology Initiative** make this a perfect match for those interested in following these new guidelines. The text includes full coverage of the IPI's required content along with abundant student and classroom activities plus assessment opportunities.

**New infographics** have been revised and/or updated for the new edition, with two entirely new pieces on "Sexual Aggression" and "How to Be Persuasive." They are also now accompanied by new corresponding activities in LaunchPad.

**"Ask Yourself Questions"** appear periodically throughout each chapter to help students apply what they are learning to their own lives. This helps make the material more meaningful, and memorable.

## Hallmark Features:

**Trusted author team.** *Psychology* offers the quality of writing and resources that instructors and students can rely on. This quality extends to the supplements and media, which are author-driven and integrated with the textbook.

**A focus on teaching critical thinking.** Throughout the text, the authors help students think critically. By examining sources and evidence, students can apply psychological concepts to their own lives and to their studies—using evidence-based principles to boost their relationships, academic success, stress-management, and so much more. "To teach critical thinking" has been the first of the "Eight Guiding Principles" that have guided the authors' work on this text since the first edition.

*Psychology*, thirteenth edition is accompanied by a **Launchpad**, a complete interactive e-book which features integrated online resources, LearningCurve adaptive quizzing, as well as pre-built units for each chapter, curated by authors David Myers and Nathan DeWall.

## Supplements:

- Lecture Slides
- Faculty Guide
- Instructor's Resource Manual
- Lecture Guides
- Test Bank
- LaunchPad (1-use and 6-use)
- MCAT Correlation Guide

\*Packages available.

Price subject to change

