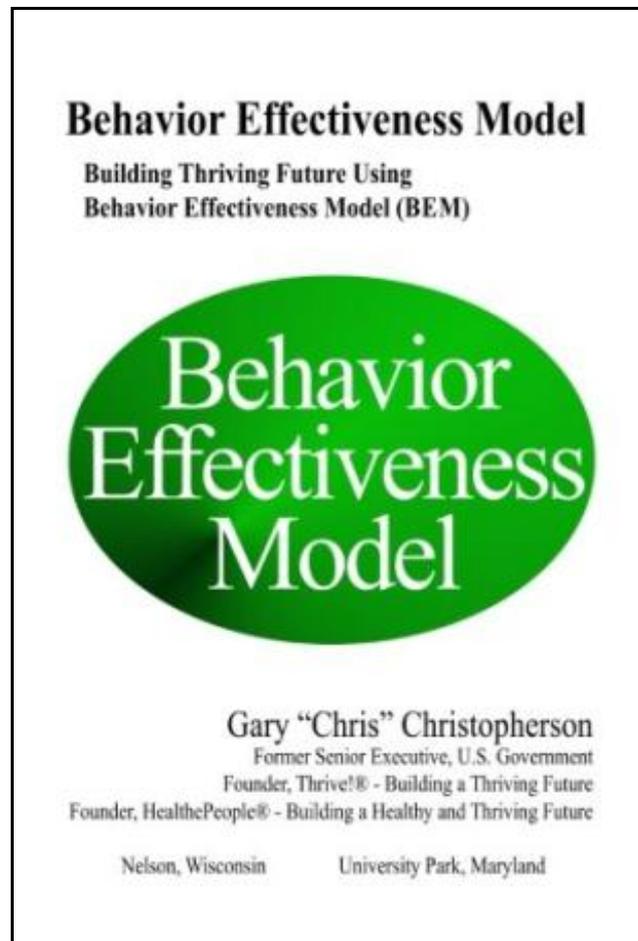


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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Behavior Effectiveness Model (BEM) Much of the ineffectiveness of building a better and preferably thriving future can be traced to the inability and often lack of motivation to deal positively with human behavior. People can build a better future by learning to use behavioral skills and by using experience to increase effectiveness. Building a better and thriving future, in part, can be measured in terms of human behavior. We need to better assist and/or affect decisions and actions and better design and evaluate change strategies in terms of behavior requirements. When we wish to understand, assist and/or affect the person s or persons behavior in a specific decision or action or over a series of decisions or actions, we need a handle which identifies discrete determinants of behavior and provides a theory which indicates how these determinants affect near and long term behavior. A modified behavior theory, Expectancy Theory (E-T), provides insight in that respect. The Behavior Effectiveness Model (BEM), an extension and refinement of E-T, assumes that behavior determinants can be identified for behavior objectives, and that we want more effective models and tools for achieving behavior objectives. The author developed, uses and recommends BEM as an effective model and tool for understanding and improving positive change efforts and building a better, thriving future for a person, for a community and for the world.

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