

## A PRIMER OF BEHAVIOR MODIFICATION

By W. W. Wenrich. Belmont, California: Brooks/Cole, 1970. Pp. 94.

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The author has presented a very basic and concise text in the area of behavior modification. Throughout the first six chapters the author focused on the basic principles involved in behavior modification and presents cases to illustrate the application of these principles. His style of writing is very clear which enables the reader to easily comprehend the material.

In the final chapter (Chapter 7) Dr. Wenrich reviews the current status of the behavior modification movement. He mentions current texts and journals which he endorses and gives a final push for behavior modification, emphasizing that this technique can operationally be defined, readily observed, and can easily measure the dependent variable: behavior. He states:

This one achievement takes "mental health" out of its historically hazy never-never land and places it fully within the pale of a natural science, directly subjecting it to the principles of conditioning (p. 73).

In addition to the main body of the text, Dr. Wenrich has presented an excellent glossary of terms in a carefully defined and precise manner. While undergraduate students many times experience confusion and frustration trying to comprehend principles and procedures of this technique, this text would certainly alleviate a great amount of confusion and establish a sound basis of understanding.

The author has successfully accomplished his objective of designing a primer of behavior modification for undergraduate students and it is strongly endorsed for that purpose.

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