



Hierarchy of Needs: A Theory of Human Motivation

By Abraham H. Maslow

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When Abraham H. Maslow introduced the world to Humanistic Theory, a 'third force' in psychology was born (Behaviorism & Psychoanalytical theory being the first and second). As the name suggests, humanistic theory concerns itself with characteristics which are distinctly human.

Arguably the best known example of such a characteristic is Self-Actualization, an innate motivating force unique to the human species. It was in this landmark publication that Maslow provided the first published representation of Self-Actualization at the pinnacle of a hierarchy of human needs. According to Maslow Self-Actualization refers to the desire for self-fulfillment, in essence to become everything that one is capable of becoming.

This classic publication is essential reading for psychology students, educators and professionals.

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Hierarchy of Needs: A Theory of Human Motivation By Abraham H. Maslow Bibliography

- Sales Rank: #221154 in eBooks
- Published on: 2011-01-16
- Released on: 2011-01-16
- Format: Kindle eBook

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