



Human Motivation: Metaphors, Theories, and Research

By Bernard Weiner

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'Weiner's third textbook on motivation has more emphasis on emotion than its predecessors. There is also a new organization around basic metaphors... there is particularly good and up-to-date coverage of attributional approaches' -

Cognition and Emotion

Successful with over 24,000 students in two earlier motivation books, Weiner's text - newly available in paperback - depicts motivation as an unfolding story with plot and characters. He offers insights into the history and study of motivation and captures the excitement of the field as it evolves.

Theories are explored in the context of the dominant metaphor, or paradigm, of various eras. First to be discussed is the machine metaphor, which to

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