



Behavioral Science: Tales of Inspiration, Discovery, and Service

Carl Binder, Andy Bondy, Abigail Calkin, Aubrey Daniels, E. Scott Geller, Robert Holdsambeck, Kent Johnson, Richard Malott, Terry McSween, Francis Mechner, Henry Pennypacker, Karen Pryor, Kurt Salzinger, Murray Sidman, Tristram Smith Teodoro Ayllon, Travis Thompson Beth Sulzer-Azaroff

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The 20th century saw major advances in the quality of life for most of us. For many, however, there was little progress. Children with autism and many severe developmental disorders often ended up in large state run institutions with little hope of ever leaving. Our educational system left many students unable to read. Cars were becoming safer but drivers lagged behind. Treatments for breast cancer were advancing but too often they were not started early enough to save the life of the patient. Management practices in many organizations were reminiscent of the early industrial revolution. These and other problems called for a new approach to understanding behavior. Fortunately, a small group of scientists met this challenge and a new science of behavior emerged. Armed with decades of research on how behavior changes, they began to change the world. Here you will meet a few of these pioneers. They will tell you their stories in their own words. They will tell you how and why they abandoned traditional methods and sought new and better solutions to the persistent problems of our society. You will get to know them as passionate people with a deep commitment to science and making the world a better place. CAUTION: Their fervor is contagious!

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