



Connect 1-Semester Access Card for Understanding Psychology

Robert Feldman

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Using a revolutionary revision process, Bob Feldman's *Understanding Psychology* is a fully integrated learning system that gives students an even greater opportunity to achieve success, and brings the **Students First** goal to a new level. Connect is the only **integrated learning system** that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

The thoroughly revised Eleventh Edition is a first of its kind, revised using **“HeatMap”** technology in which systematic and precise feedback from thousands of students was anonymously measured using LearnSmart, the adaptive learning diagnostic. Because virtually every paragraph in the previous edition is tied to several questions students answer in LearnSmart, Bob was able to see where students struggled most...the **“hot spots”**...and in turn refine and update these areas to be more clear, more concise, and more impactful.

The 11th edition continues Bob Feldman's **accessible pedagogy and hallmark research**, as well as his **modules-within-chapters format** that is both manageable for students and allows every professor the flexibility to assign and cover what they want. The **4 additional modules in CREATE** give instructors even extra flexibility to completely cater their text to their course and their students.

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