



Mechanical Man: John B. Watson and the Beginnings of Behaviorism

Kerry W. Buckley PhD

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This book is the definitive biography of the most influential American psychologist of his generation. As the founder of behaviorism, John Broadus Watson exerted a powerful influence on the development of American experimental psychology. By the age of 36, he was president of the American Psychological Association and head of the psychology department at Johns Hopkins University. But his dramatic dismissal from academic life in 1920 propelled him into the very center of the Jazz Age - Madison Avenue. As an advertising executive, Watson brought his psychological expertise to bear on the marketplace. As a popularizer of psychology, he made behaviorism a household word. Through books, magazine articles, newspaper stories, and radio broadcasts, he established himself as an expert on subjects ranging from child rearing to economics.

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