



Reversal Theory: The Dynamics of Motivation, Emotion and Personality

By Michael Apter

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Grand theories in psychology, you might think, have been out of fashion for quite some time. However, since its inception in the early 1980s, reversal theory has attracted a great deal of professional attention and scholarly interest has seen rapid growth in recent years. Demystifying behavior, cognition, emotion, motivation and what it is to be a person, reversal theory is a revolutionary take on the psyche of man. Including chapters on past research and where the future is headed, this book represents its most concise and complete statement to date.

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Editorial Review

About the Author

Renowned psychologist Michael J. Apter has taught and researched in a number of universities worldwide, including Yale, Georgetown, and Chicago in the United States, and Toulouse, Bergen, Barcelona, and Louvain in Europe. His revolutionary work on reversal theory led him to found Apter International, a consultancy firm offering products and services to businesses worldwide. He currently resides in Manassas, Virginia.

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