



## Behavior Effectiveness Model (Bem): Building Thriving Future Using Behavior Effectiveness Model (Bem) (Paperback)

By Gary Chris Christopherson

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Behavior Effectiveness Model (BEM) Much of the ineffectiveness of building a better and preferably thriving future can be traced to the inability and often lack of motivation to deal positively with human behavior. People can build a better future by learning to use behavioral skills and by using experience to increase effectiveness. Building a better and thriving future, in part, can be measured in terms of human behavior. We need to better assist and/or affect decisions and actions and better design and evaluate change strategies in terms of behavior requirements. When we wish to understand, assist and/or affect the person s or persons behavior in a specific decision or action or over a series of decisions or actions, we need a handle which identifies discrete determinants of behavior and provides a theory which indicates how these determinants affect near and long term behavior. A modified behavior theory, Expectancy Theory (E-T), provides insight in that respect. The Behavior Effectiveness Model (BEM), an extension and refinement of E-T, assumes that behavior determinants can be identified for behavior objectives, and that...



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