



## Applied Psychology: New Frontiers and Rewarding Careers

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*Applied Psychology* demonstrates the power of applied psychology to promote human welfare and optimal human functioning as well as the vast career opportunities that exist for those with a psychology education. Some of the most eminent psychologists in the world today examine how psychological science is and can be used to prevent and ameliorate pressing human problems to promote positive social change.

Part one provides an overview of the history and rise of applied psychology. The second part provides examples of how psychological science has been, and can be used, to prevent and ameliorate human problems. Part three presents examples of cutting-edge research in applied psychology, while exploring non-traditional career opportunities. The contributors provide evidence for the range of career opportunities, discuss skill and educational requirements, and explore the quality of work life in a wide range of areas within psychology. Advice on what it takes to prepare for a rewarding career in applied psychology is also provided.

Intended as a supplement for courses in introductory or applied psychology, contemporary issues, professional development, social and organizational psychology, this book will also be a valued addition to campus career centers. Psychologists considering new career options will also appreciate this volume.

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