

Readings in Applied Psychology

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Editorial

World and human society are ruled by contemporary currents and such a current has put Psychology in the position of pre-eminence in educational world. The impact of globalization on human behaviour is perceptible even to the naked eye of the laity. Change is the law of nature and no aspect of life remains untouched by the changing panorama of things.

This book embodies the research works undertaken in the field of application of the principles of Psychology, and I am deeply indebted to all those scholars who have made their valuable contribution to the formation of this book. I am sure that the book would prove useful to students engaged in research work.

I express my gratitude to Dr. Anil Pathak, Dr. Prakash Sinha, Dr. Hemant Sharma and Dr. Manisha Jain for without their sincere cooperation and laudable suggestions, the book would have not seen the light of the day.

I am sorry for omissions, exclusions and errors, if any, and would feel much obliged if the esteemed readers could send them to me so that future may not find any lacunae in the book.

Ravi K. Gunthey

