



A Theory of Achievement Motivation

By John William Atkinson

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This is a study of the theory of achievement - and the threat of failure. It asserts that a person's motive to achieve or to avoid failure, and also one's expectation of success in a venture, strongly influence the level of aspiration, preference for risk, and persistence.

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A Theory of Achievement Motivation By John William Atkinson Bibliography

- Sales Rank: #5219780 in Books
- Published on: 1974-06
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 6.25" w x 1.00" l,
- Binding: Hardcover
- 404 pages

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