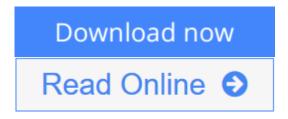


A Theory of Achievement Motivation

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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