



# Reversal Theory: The Dynamics of Motivation, Emotion and Personality

*Michael Apter*

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Grand theories in psychology, you might think, have been out of fashion for quite some time. However, since its inception in the early 1980s, reversal theory has attracted a great deal of professional attention and scholarly interest has seen rapid growth in recent years. Demystifying behavior, cognition, emotion, motivation and what it is to be a person, reversal theory is a revolutionary take on the psyche of man. Including chapters on past research and where the future is headed, this book represents its most concise and complete statement to date.

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