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If you only need the buying answer, semester rental is still the cheapest route in this snapshot, but the current Merybook print listing is much stronger than the broader ownership market. It is far below the sampled new and used print prices and well below the sampled eText price, so print still makes sense if you want a reusable behavior-change reference.

Current price comparison

Format / Seller	Price	Link
Print from Merybook	\$86.59	Check price
eCampus new print	\$213.12	Check price
eCampus used print	\$153.60	Check price
eCampus semester rental	\$74.67	Check price
VitalSource eText	\$130.00	Check price

This is the kind of market where rental wins on immediate cash flow, but not on long-term value. The gap between rental and the current Merybook print copy is modest, while the print copy is dramatically better than the sampled ownership market elsewhere. That means the real question is whether you are buying a disposable class copy or a book you will actually use again.

What this book actually teaches

Behavior Modification: What It Is and How To Do It is valuable because it teaches procedure, not just terminology. Students are learning how to identify target behaviors, choose interventions, track change, interpret graphs, and evaluate whether a strategy is working. A book like this becomes useful precisely because readers need to come back to methods and examples more than once.

That matters in psychology, counseling, special education, and ABA-oriented study

because the logic of behavior change does not stop at the final exam. Students often reuse the same core concepts later in classroom support, self-management planning, behavioral assessment, or intervention design. That is why a reasonably priced print copy can still be the smarter route for the right reader.

Who should buy print and who should not

Buy print if you expect to keep working with intervention planning, behavior support, or applied behavior-analysis ideas beyond one course. The current print listing is much better than the rest of the sampled ownership market.

Choose rental only if you want the lowest short-term spend and do not care about keeping a methods book after the semester. That route is still the cheapest, but it is also the one that disappears first.

Sources checked

- Merybook product listing for ISBN 9781032233154
- eCampus pricing snapshots for new print, used print, and semester rental
- VitalSource eText pricing snapshot
- Pricing reviewed on April 19, 2026