

WE CAN NO LONGER AFFORD FREEDOM, SAYS B.F. SKINNER,

the most influential and controversial psychologist of our time; we must design our culture to shape the behavior needed for survival. Here is Skinner's masterwork—a brilliant analysis of today's most pressing problems and a stunning, detailed plan for change that challenges many of Western man's most sacred ideals and personal freedoms. Considered "one of the most important happenings in 20th-century psychology," this book has already stirred nationwide debate through the force and shock of its ideas.

THE YEAR'S MOST CONTROVERSIAL BESTSELLER! B.F. SKINNER'S BEYOND FREEDOM AND DIGNITY