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## Lights. Camera. Science.

Until now, science and the stage didn't belong in the same sentence. Inside the Box changes all that.

The brainchild of Tate McGhee, MS, BCBA, Inside the Box fuses these two seemingly unrelated elements in an original, personal way to bring you candid conversations with some of the most brilliant scientists in the field of Behavior Analysis. Inspired by a B.F. Skinner interview he saw as a graduate student, Tate combines his passion for psychology and entertainment to create a revolutionary classroom of a whole different kind. These engaging and witty interviews will change the way you think about science forever.

### Meet Dr. Jack Michael in living color.

You know every word of Dr. Jack Michael's brilliant work in the field of Behavior Analysis. But how much do you really know about the man behind the method? Imagine if you had a few hours to sit and chat with this best-selling author of *Concepts and Principles of Behavior Analysis*. Watch as he shares his childhood memories, early influences, his passionate views on family and personal responsibility, love, courage, his experiences in World War II, how a chance event led him to a career in psychology, and his interest in verbal behavior and motivation. Not your typical science class, this intimate, thought-provoking conversation is a must-see for anyone studying, teaching or practicing Behavior Analysis.

#### About Inside The Box

Discover Behavior Analysis from a never-before-seen perspective.

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#### View All The Videos

Meet the most brilliant minds in Behavior Analysis in a revolutionary kind of classroom.

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#### About Dr. Jack Michael

Get to know this man with a somewhat ordinary childhood who made extraordinary contributions to Behavior Analysis.

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## Inside the Box captures the heart of the scientist. It'll capture yours, too.

Join Tate McGhee, MS, BCBA, for the first in a series of profound and intellectually-stimulating interviews with scientific icons you know—and are about to know much better. Discover Dr. Jack Michael, up close and personal, beyond anything you can glean from the pages of a book. Be prepared to be surprised at his honesty and humor. The lessons will linger as you're left asking yourself personal questions that challenge you to find *your* true potential.

Inside the Box and Dr. Jack Michael have chosen to donate a portion of the proceeds to the B.F. Skinner Foundation and Pinellas Association for Retarded Children (PARC).

### Order your Inside the Box interview, Dr. Jack Michael—In His Own Words, today

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