# PSYCHOLOGY AND PROFITS

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Psychology and profits by Donald A. Laird

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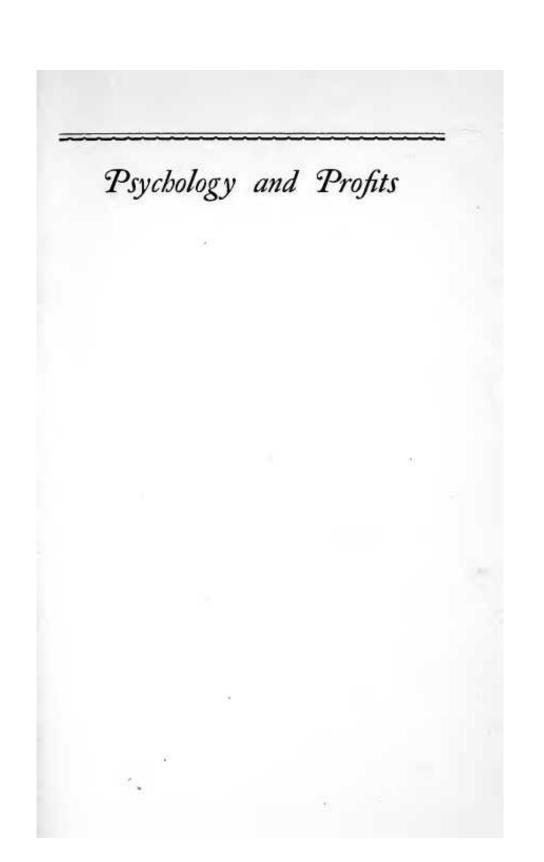
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## DONALD A. LAIRD

# PSYCHOLOGY AND PROFITS

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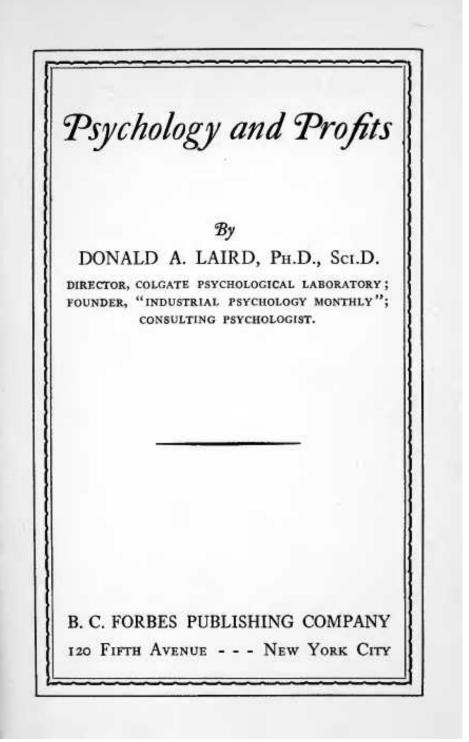
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# To Drex

Who took care of the rats and kept the laboratory running while I was searching in plants and conferences for the meeting ground of psychology and profits.

## Acknowledgments

HENRY FORD started this book indirectly. A half dozen years ago the editor of his weekly magazine got in touch with me for a series of popular articles on psychology. I am indebted not only to the publicity department of the Ford Motor Company to use in this volume some of that material, but I am in greater debt for the interest which encouraged the preparation of the articles in which this book took root.

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The members of the Central New York Section of the Taylor Society have been a continued source of material and stimulation for the analysis of additional phases of the profits in psychology.

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DONALD A. LAIRD.

COLGATE PSYCHOLOGICAL LABORATORY HAMILTON, NEW YORK Thanksgiving, 1928.

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