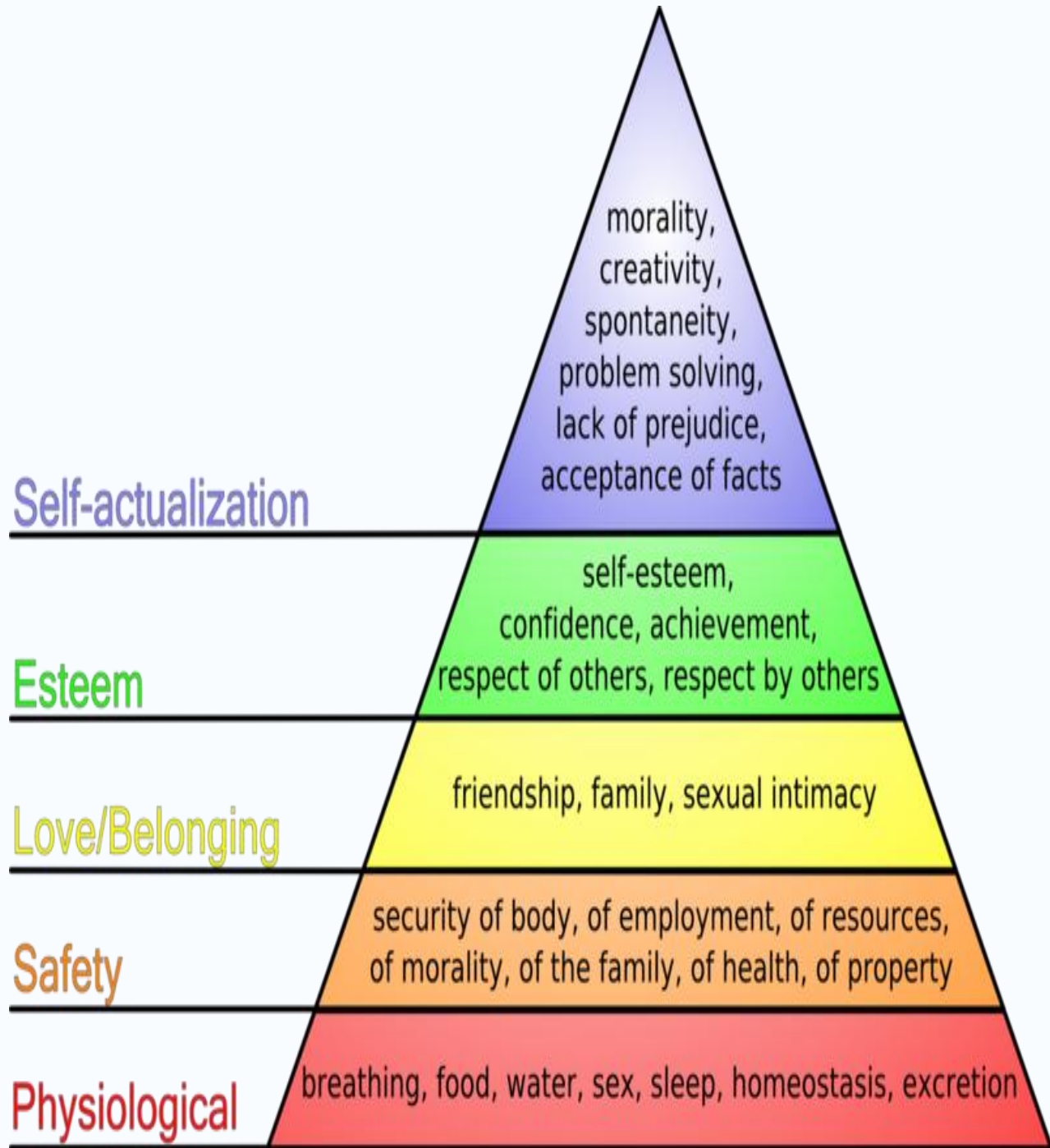


# MASLOW'S HIERARCHY OF NEEDS



Abraham Maslow - is widely known for developing a view that people are successively motivated by the claims of an hierarchy of need. He was born in Brooklyn, New York, to a poor, immigrant, Russian Jewish family. His parents saw education as a route to advancement in the United States and placed great emphasis on their children's progress in school.

In the event he did not graduate in Law but was awarded junior and senior degrees to PhD level in Psychology by the University of Wisconsin between 1930 and 1934. After a period of further research at New York's Columbia University he was employed as a lecturer, and eventually as a full professor in Psychology. At what we now know as Maslow's hierarchy of need dates, in its initial conception, from circa 1943. This hierarchy is applied to human beings and is built upon the perception that some needs take precedence over others. In later life Maslow was plagued by ill health and withdrew from full time teaching. He was only sixty-two years of age at the time of his death in 1970.