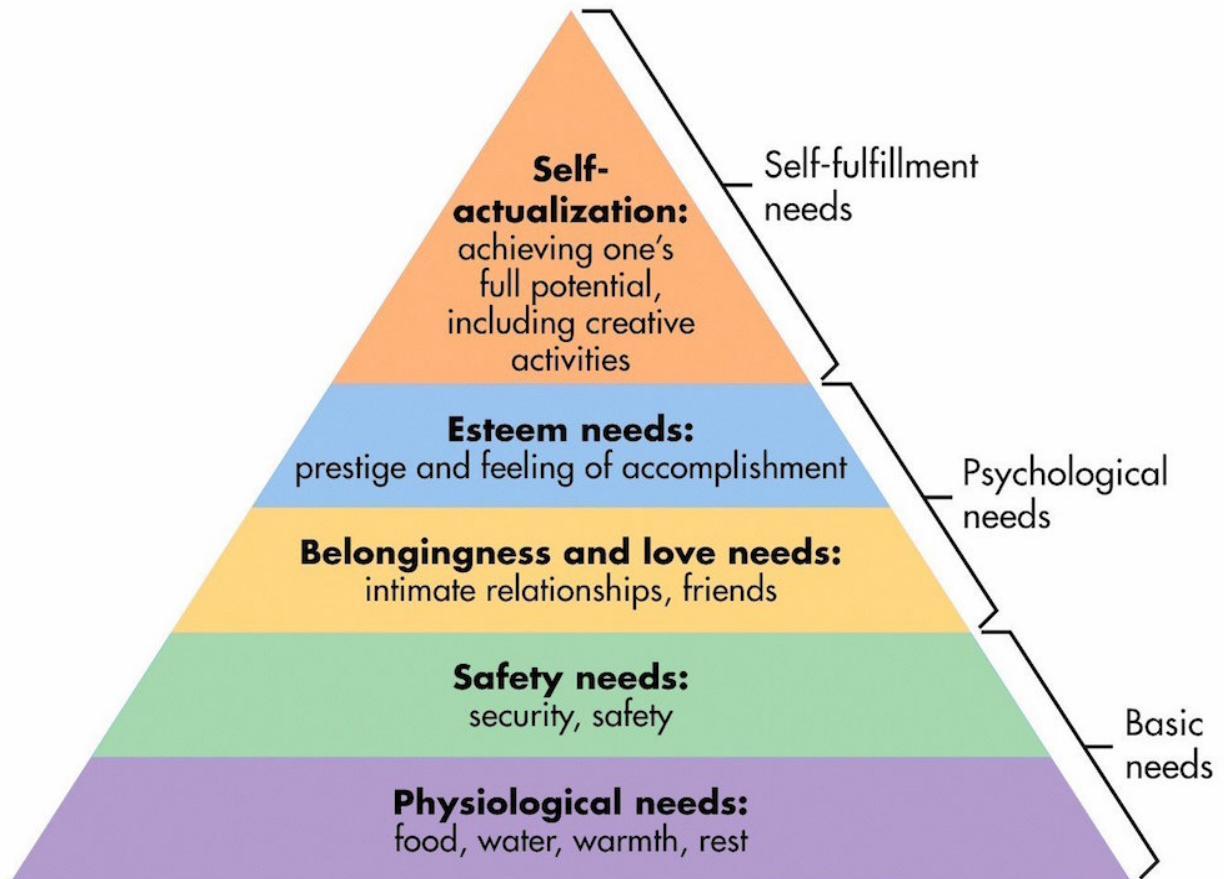


## Maslow's Hierarchy of Needs



According to American psychologist Abraham Maslow, all humans have the same fundamental needs (food, clothing and shelter), and these needs must be met before an individual is motivated to look beyond these basic needs. This motivational theory is commonly referred to as *Maslow's hierarchy of needs*. This concept derives out of the belief that betterment can only be achieved when certain needs are mastered.