AB Examines the relationship between the experimental analysis of behavior and applied behavior technology. The role of theory is analyzed in relation to complexity of events. A distinction is drawn between theoretical models and parametric laws. It is asserted that behavior modification has been derived from a behavioral-logical model and not from parametric findings about human behavior laws. An analysis is made about the asymmetry in (a) the use of concepts in the laboratory and in natural settings as well as (b) the differences existing among supposedly equivalent experimental and applied techniques. Suggestions are made about how to close the gaps among behavior therapy, behavior research, and behavior technology.