



Personality: Classic Theories and Modern Research (3rd Edition)

By Howard S. Friedman, Miriam W. Schustack

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This successful text puts "personality" back into the personality course, integrating the classic insights of the personality theorists with modern research in a manner that will fascinate and encourage deeper thought. This text explores classic theory from a perspective that encourages critical thinking and fosters intellectual insight with respect to human nature. For example, it shows the relevance of classic theory to topics of personality and culture, evolution, ego, gender, and person-situation interactionism. Employing the highest scientific standards, Personality also uses a wide range of unique and provocative pedagogical devices that have been shown to motivate students. Hailed as the best-written, most relevant personality textbook on the market, Friedman and Schustack's third edition brings the field of personality to today's diverse student body.

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Editorial Review

From the Back Cover

This successful text puts “personality” back into the personality course. Integrating the classic insights of personality theorists with the modern research of investigators in the field, *Personality* will fascinate students and encourage deeper thought.

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New and Enduring Features

- **New “Sharpen Your Thinking” boxes** underscore for students how the assumptions of specific personality approaches affect life and society.
- **New material on biological, trait, and evolutionary aspects** of personality is integrated throughout the text, with an emphasis on critical discussion of strengths, weaknesses, and misuses of these approaches.
- **Updated discussions of happiness, hate, and culture** help students understand the timely topics of terror/conflict and self-actualization/healing.
- **Increased coverage of cross-cultural and gender issues** brings these topics to the forefront of students' learning.
- **Timelines of developments within the field** help students understand the intellectual progression of ideas and the connections between science and society.

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Beatrice Raybon:

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Jean Gonzales:

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