



Social Psychology

By Shelley E. Taylor, Letitia Anne Peplau, David O. Sears, Letita Anne Peplau

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This text provides the most balanced coverage of basic topics, research and theory of any social psychology book. Written to appeal to a wide variety of today's students, the text draws examples from everyday life and current events and makes social psychology accessible to both psychology majors and those who desire a working knowledge of the field to aid in whatever profession they may enter. The new edition expands coverage of sociocultural perspectives, integrating new work on multicultural issues in our society and cross-cultural comparisons in every chapter. While coverage throughout the text has been expanded and updated, the text's trademark qualities--scholarship, scope, balanced perspective, and user- friendliness--have been retained and improved.

From the Back Cover

This book provides the most balanced coverage of basic topics, research and theory of any social psychology book. Written to appeal to a wide variety of readers, it draws examples from everyday life and current events and makes social psychology accessible to those who desire a working knowledge of the field to aid in whatever profession they may enter. The new edition expands coverage of sociocultural perspectives, integrating new work on multicultural issues in our society and cross-cultural comparisons in every chapter. While coverage throughout the book has been expanded and updated, it's trademark qualities—scholarship, scope, balanced perspective, and user- friendliness—have been retained and improved. Perceiving People and Events. Attitudes and Influence. Social Interaction and Relationships. Helping and Hurting Others. Social Psychology in Action. Ideal for professionals in the fields of Social Psychology, Psychology, and Counseling looking to keep current with recent research.

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