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Together, Aronson, Wilson and Akert draw upon their extensive experience as researchers and teachers to significantly update the eighth edition. The text includes many new studies and references, and each chapter contains cutting-edge research selected to keep students apprised of the exciting work being done in social psychology today.

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As always, the eighth edition of Social Psychology provides balanced coverage of the latest findings in the field with classic studies in social psychology. Noting that some older studies deserve their status as cornerstones of the discipline, the authors encourage students to experience the continuity and depth of the field by examining its past, present, and future.

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Social Psychology with Additional Readings (2nd Custom Edition for Iowa State University) Elliot Aronson, Tim Wilson, Robin Akert Published by Pearson Learning, Inc (2013)

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This book, written by distinguished authors, presents a detailed, rigorous and scientific approach to

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social psychology aimed at students and faculty alike.

The Indian adaptation of the 9th edition of this book on social psychology provides broad insights in to the culture, traditions and contexts of Indian society while explaining the various concepts of social behavior. The strength of this adapted edition is to actively engage the students by including real-life examples in Indian context along with the empirical Indian researches which are comparable with the vast in-depth scientific study of the various social psychological concepts. Features1. The book includes Indian case studies, data and researches so as to bring clarity about the causes, consequences and control of different social problems in the Indian scenario 2. To facilitate better learning and understanding, the book contains review questions, 'Try It!' exercises and knowledge testing through multiple-choice questions 3. These are retained in the adaptation with a few modifications in the Indian context. Last but not the least, this adaptation book is a dynamic introduction to the science, relevance and applications of social psychology in the Indian context 4.

This long-awaited new textbook will be of enormous value to students and teachers in cross-cultural and social psychology. The key strength of *Understanding Social Psychology Across Cultures: Living and Working in a Changing World* is how it illustrates the ways in which culture shapes psychological process across a wide range of social contexts. It also effectively examines the strengths and limitations of the key theories, methods and instruments used in cross-cultural research.

Show how the ever-changing field of Social Psychology is useful in students' everyday lives. The integration of application into the main body chapters helps students see the connection between theory

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and real world experiences. This classic text retains the hallmark of its own past success: up-to-date coverage of the quickly evolving subject matter written in a lively manner that has been embraced by hundreds of thousands of students around the world. This book continues to balance its coverage of fundamentals with current research. Teaching & Learning Experience Personalize Learning – The new MyPsychLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking – APS Reader, Current Directions in Social Psychology and a new personalized study plan in MyPsychLab help students develop critical thinking skills. Engage Students – New in-text essays reflect current research trends and show how the field relates to today’s social world, helping to engage students in the material. Explore Research – Balanced coverage of fundamentals with current research. New content on emotion and attitude formation is included. Support Instructors – ClassPrep helps instructors keep students engaged throughout every class. Sample chapter and more available on our preview site! www.pearsonhighered.com/fall2011preview/#Psych

This timely and applied textbook brings together leading scientists to illustrate how key theories and concepts in social psychology help to predict and explain behavior, and can be successfully applied to benefit social and practical problems. It focuses on robust theories and models known for their successful applications and covers a diverse range of settings—spanning classroom interventions, health behavior, financial decision making, climate change and much more. Each chapter comprises of a theoretical section to define the key concepts and summarize the theory, providing evidence for its reliability and limitations from basic research, as well as an application section that summarizes research

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in an applied context and provides details about a particular study including the respective application setting. The textbook expertly shows how theory can make meaningful predictions for real world contexts, and isn't afraid to explain the potential hurdles and pitfalls when applying a theory and its underlying set of concepts in a certain context. Crucially, this format moves towards theory testing in applied contexts, enabling a closer examination of why and under what circumstances interventions may be successful in obtaining a desired behavioral or psychological end-state. Among the topics explored: Mindset theory of action phases and if-then planning Quality of motivation in self-determination theory The focus theory of normative conduct Social identity theory and intergroup contact theory Intergroup forgiveness Social Psychology in Action is a critical resource for advanced undergraduate and graduate students in social and cultural psychology, as well as students of behavioral economics seeking to develop a deeper understanding of major theories and applications of the fields. Practitioners working in the areas of organizational behavior and management, health communication, social work, and educational science and pedagogy will also find the volume pertinent to their work.

For courses in Social Psychology Show how the ever-changing field of Social Psychology is useful in students' everyday lives. Social Psychology, Fourteenth Edition retains the hallmark of its past success: up-to-date coverage of the quickly evolving subject matter written in a lively manner that has been embraced by thousands of students around the world. Authors Nyla Branscombe and Robert Baron—both respected scholars with decades of undergraduate teaching experience—generate student excitement by revealing the connections between theory and real-world experiences. The Fourteenth Edition offers updated content to engage students, as well as new “What Research Tells Us About...” sections in each chapter that illustrate how research findings help answer important questions about social life.

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A basic introduction to the field, *Social Psychology, Eighth Edition* takes a critical, symbolic, interactionist approach and helps students understand the very nature of how individuals do things together in today's society. The book has been significantly revised and takes into consideration a number of the recent turns in the field: the increased sense that American social psychology is deeply embedded in a world culture; that postmodernism has much to offer the study of the social world; and that new theories on sexuality, identity, deviance, and the body provide a fascinating viewpoint on the person within society. Now in paperback to be more affordable to students, *Social Psychology, 8th Edition* provides a distinctive alternative for the professor of social psychology.

Distinguished by its current-events emphasis, the aim to bring the outside world into the field of social psychology, strong diversity coverage, and engaging connections drawn between social psychology and everyday life, *SOCIAL PSYCHOLOGY, Ninth Edition*, remains one of the most scholarly and well-written books in its field. Integrating classic and contemporary research, the book also includes comprehensive coverage of social cognition and evolutionary psychology, and features authoritative material on social psychology and the law. Coverage of culture and diversity is integrated into every chapter by Hazel Rose Markus, a leader and respected researcher in the study of cultural psychology. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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