

PRINCIPLES OF SOCIAL PSYCHOLOGY

1ST INTERNATIONAL EDITION

Book 2 (of 2)

The first International edition of this textbook provides students with an introduction to the basic concepts and principles of social psychology from an interactionist perspective. The presentation of classic studies and theories are balanced with insights from cutting-edge, contemporary research. An emphasis on real world examples and applications is intended to guide students to critically analyze their situations and social interactions in order to put their knowledge to effective use.

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