



Social Psychology: Unraveling the Mystery (with Interactive Companion Website Access Card) (2nd Edition)

Douglas T. Kenrick, Steven L. Neuberg, Robert B. Cialdini

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This book offers a unique integrated approach to social behavior. Using a "goal directed" approach, the authors organize the book around a "Goal, Person, Situation" framework using a pair of unifying themes: -- Social behavior is goal-directed. --Social behavior is a result of interactions between the person and the situation. By using these two simple organizing themes, the book presents the discipline as a coherent framework for understanding human conduct. Compelling mysteries, cutting-edge scholarship, lively writing, and the authors' reputations as both respected researchers and teachers, all come together to make this book an accessible and engaging read. For students of psychology, or anyone interested in learning more about social behavior.

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