



Social Psychology: Pearson New International Edition: Goals in Interaction (Paperback)

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

Pearson Education Limited, United Kingdom, 2013. Paperback. Condition: New. 5th edition. Language: English . Brand New Book. For an undergraduate introductory level course in social psychology. Social Psychology: Goals in Interaction reveals the motives behind social behavior-why people love, hate, lead, and follow- and bridges the person and the social situation. A unique integrated approach to social behavior: What do terrorist bombings, testosterone, one-minute hurry dates, Facebook, and political smear campaigns have to do with one another? Social Psychology textbooks typically provide a laundry list of interesting, but disconnected facts and theories. This standard approach grabs interest but falls short as a way to learn. Kenrick, Neuberg, and Cialdini instead provide an integrative approach, one that both builds upon traditional lessons learned by the field and pushes those lessons to the cutting-edge. By organizing each chapter around the two broad questions- What are the goals that underlie the behavior in question? and What factors in the person and the situation connect to each goal? -the book presents the discipline as a coherent framework for understanding human behavior. Expanding he integrative theme in this edition, KNC highlights social psychology as the ultimate bridge discipline-connectingthe different findings and theories of...



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