



Attitudes and Attitude Change (Hardback)

By Tobias Vogel, Gert Bohner, Michaela Wanke

Taylor Francis Ltd, United Kingdom, 2016. Hardback. Condition: New. 2nd Revised edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Attitudes have been a central topic in social psychology from its early beginnings. But what exactly are attitudes, where do they come from, and how can they be modified? The overall aim of Attitudes and Attitude Change is to provide students with a comprehensive and accessible introduction to these basic issues in the psychological study of attitudes. In four parts, readers learn about how attitudes can be measured, how attitudes are shaped in the course of life, how they are changed by other people, and finally, how attitudes in turn affect our thoughts and behavior. This completely revised and updated second edition covers many recent developments and reports cutting-edge research while also addressing the classic findings and theories that advanced the field. In addition to integrating the newly emerged topics of implicit attitudes and recent models regarding the coexistence of explicit and implicit attitudes, this edition also adds chapters on social influence and resistance to persuasion. This comprehensive and user-friendly book carefully...



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