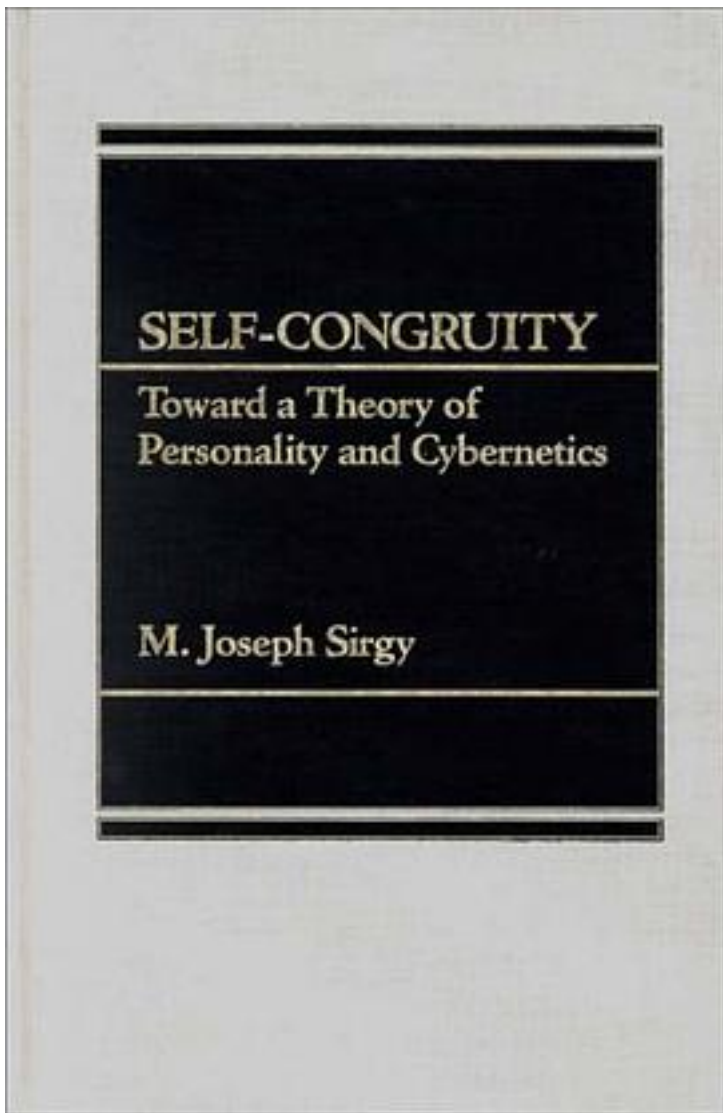


Self-Congruity



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著者:M. Joseph Sirgy

出版者:Praeger Publishers

出版时间:1986-08-05

装帧:Hardcover

isbn:9780275921927

Self-Congruity provides a comprehensive understanding of the self-concept, integrating the many references to it in the psychological literature. Using his previous findings, the author considers cognitive-versus-affective phenomena, and intrapersonal, interpersonal, situational, and analytic modes. He then applies his integrated theory to the problem of change in self-concept and behavior.

作者介绍:

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