

# The Message of Social Psychology



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出版者:Blackwell Pub

出版时间:1997-1

装帧:HRD

isbn:9780631197799

In this book twenty-five of the world's most eminent social psychologists address what they see as the principal lessons to be learned from the study of social psychology. In doing this they provide their own provocative and original answers to the key questions for social psychology and other related social sciences, as well as a wealth of specific, up-to-date insights into the practical applications of social psychology, its key phenomena and theoretical ideas, the history of the field, and the practice conducting social psychological research.

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