

Persuasion



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'It bodes well for the teaching and giving away of psychology that so many respected researchers are able and willing to write well and simplify without oversimplifying their findings...The contributors represent an unusual breadth of disciplines and academic rank, yet, while preserving their own style of writing, they present important material in a provocative, engaging, and interesting fashion. The scholarship behind the writing and the findings is incontrovertible. This book should have wide appeal not only for advanced undergraduates in psychology but also to a variety of other disciplines, such

as marketing, political science, and advertising' - PsycCRITIQUES: Contemporary Psychology , APA Review of Books. Persuasion is a powerful force - it can be used to reconfigure millions of minds and hearts. The key targets of persuasion are our attitudes and opinions. Whether it is an attitude toward a political candidate, a social policy, an organization, a person, or a consumer product, the power of persuasion can remake us into persons who are irrevocably changed. Sometimes imperceptibly, often times dramatically. This Second Edition has been revised and updated to reflect new research from the past decade. It includes entirely new chapters on prejudice, persuasiveness of narratives, mass media and political persuasion, small groups and advertising. This title includes up-to-date coverage of key topics that are authored by leading psychology-of-persuasion researchers, making this the most comprehensive and authoritative textbook on persuasion. It uses an engaging writing style that avoids highly technical language, along with syndicated cartoons, photos, and advertisements to enhance student comprehension. It includes a comprehensive glossary at the end of the book for the necessary technical terms. It provides end-of-chapter summaries and a full set of references to guide students to more in-depth resources on each topic.

作者介绍:

Timothy C. Brock has published articles and book chapters on a wide variety of topics in the psychology of persuasion, including effects of salesperson-consumer similarity on purchasing behavior; the role of cognitive responses in determining acceptance of persuasive messages; processing of unintelligible persuasive messages; and the effect of cognitive tuning on attitude change persistence. He has authored, coauthored, and edited nine books, most on attitudes and persuasion. Dr. Brock is currently Professor of psychology at Ohio State University.

Melanie C. Green has focused her research on the mechanisms of narrative persuasion, as well as the ways in which technology affects social interactions. She has published articles and chapters on these topics, and she is the co-editor of the book, Narrative Impact: Social and Cognitive Foundations (with J.J. Strange and T.C. Brock). Dr. Green is currently Assistant Professor of psychology at the University of Pennsylvania.

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