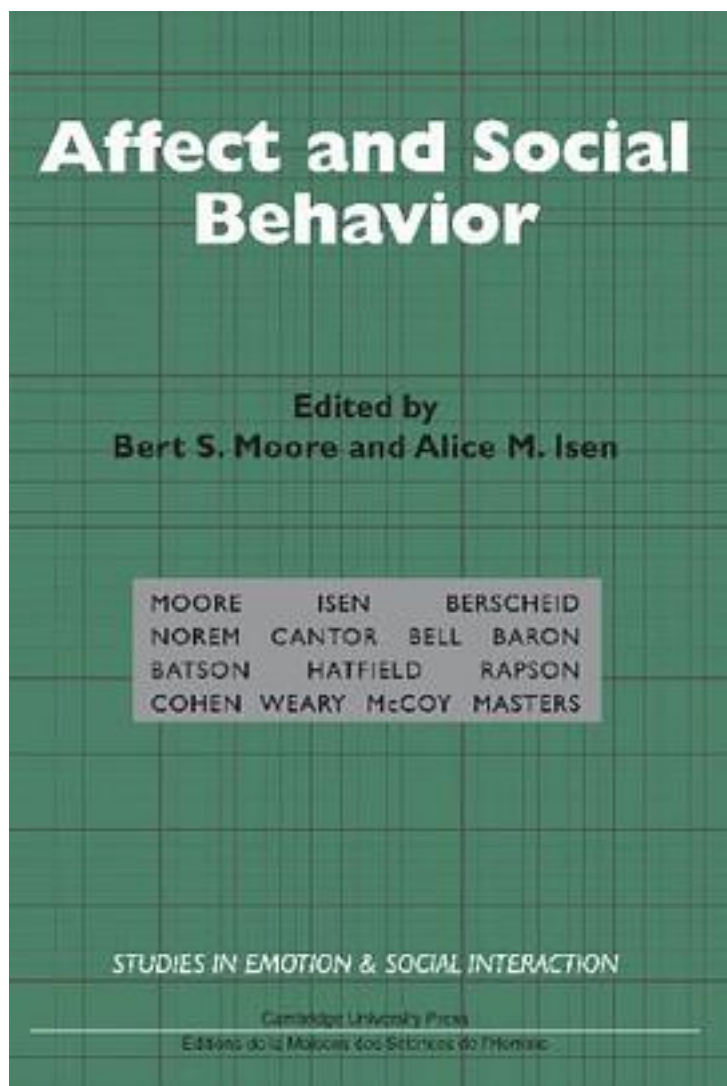


# Affect and Social Behavior



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Affect and Social Behavior, first published in 1990, provides a comprehensive and integrative examination of research and theory into the role that emotion plays in influencing social behavior. The contributors investigate a number of important domains such as aggression, altruism, romantic attraction, and consumer behavior and the role that affect plays in instigating and regulating these behaviors. The chapters were written by some of the most prominent researchers in the field and they provide a review of research and theory in this important area of study.

作者介绍:

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