The Persuasion Handbook
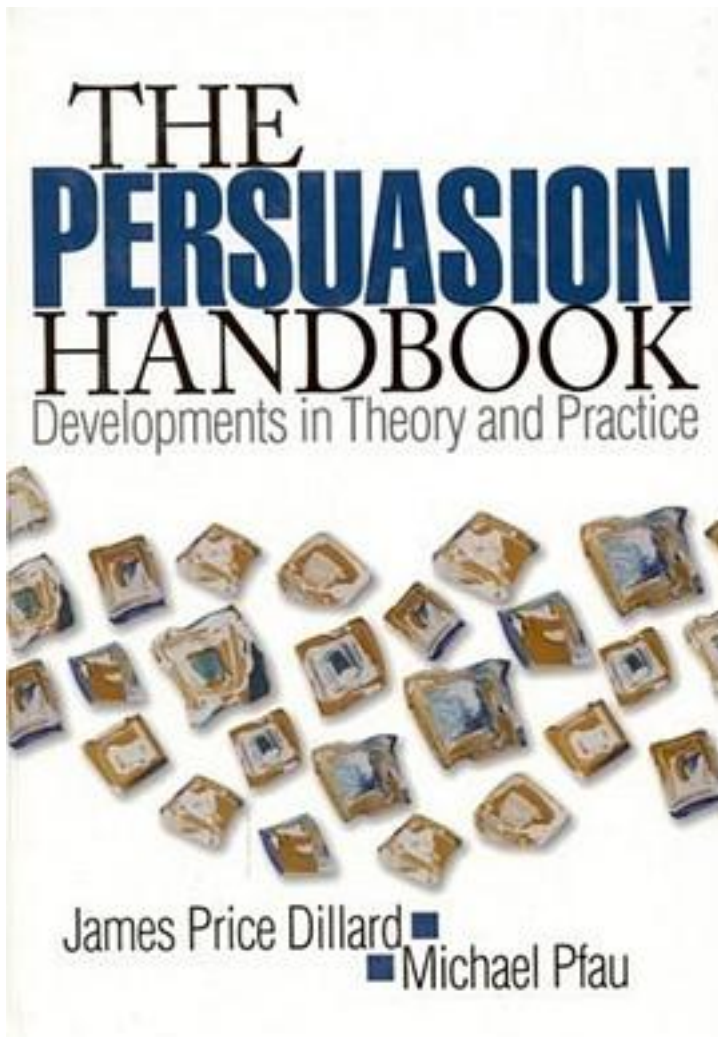
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The Persuasion Handbook provides scholars with cogent, comprehensive summaries

of the latest research in a diversity of areas related to persuasion. From a topical standpoint, the book covers issues of interest to interpersonal and mass communication researchers as well as psychologists and public health practitioners. In addition to its summary function, each chapter identifies key challenges to the area and lays out research strategy for addressing those challenges.

作者介绍:

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