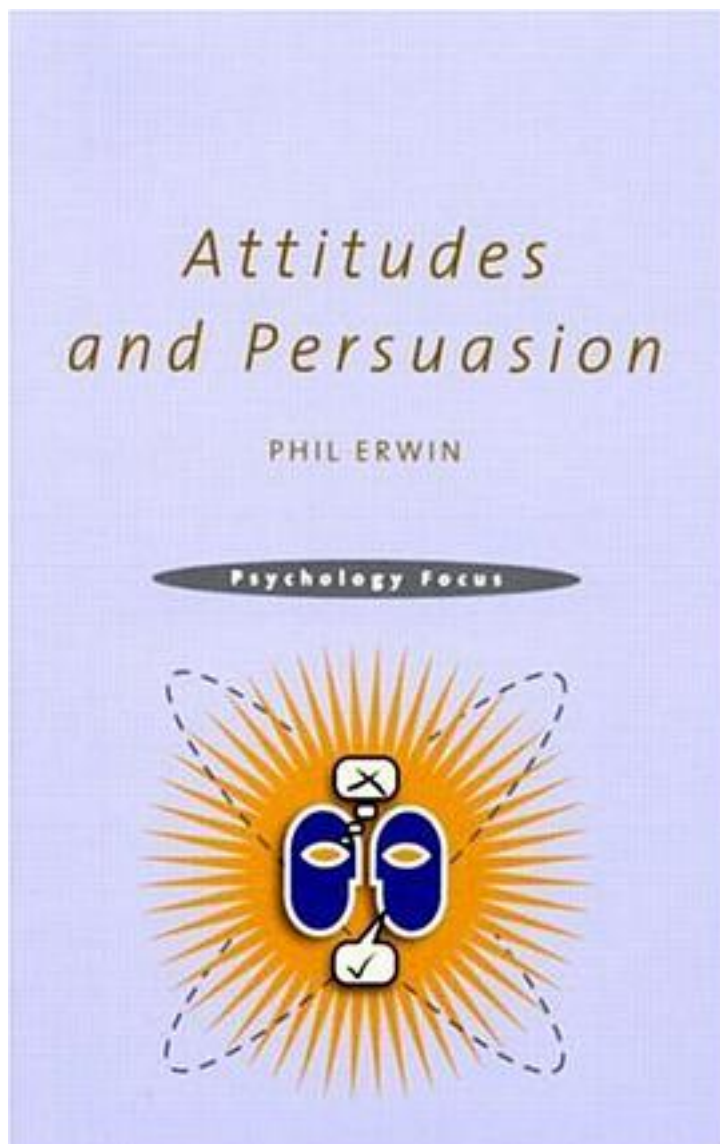


# Attitudes and Persuasion (Psychology Focus)



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著者:Philip Erwin

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Philip Erwin provides an accessible, up-to-date overview of the crucial role that attitudes play in our everyday lives and how our thoughts and behaviour are influenced. The nature, function and origins of attitudes are examined, and a review of how they can be measured is given. The book addresses complex questions such as whether we always behave in accordance with our attitudes and what factors may influence us to change them. Philip Erwin has written an accessible account of this major branch of social psychology, appropriate for students on a wide variety of undergraduate courses who may be studying these issues for the first time.

作者介绍:

目录:

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