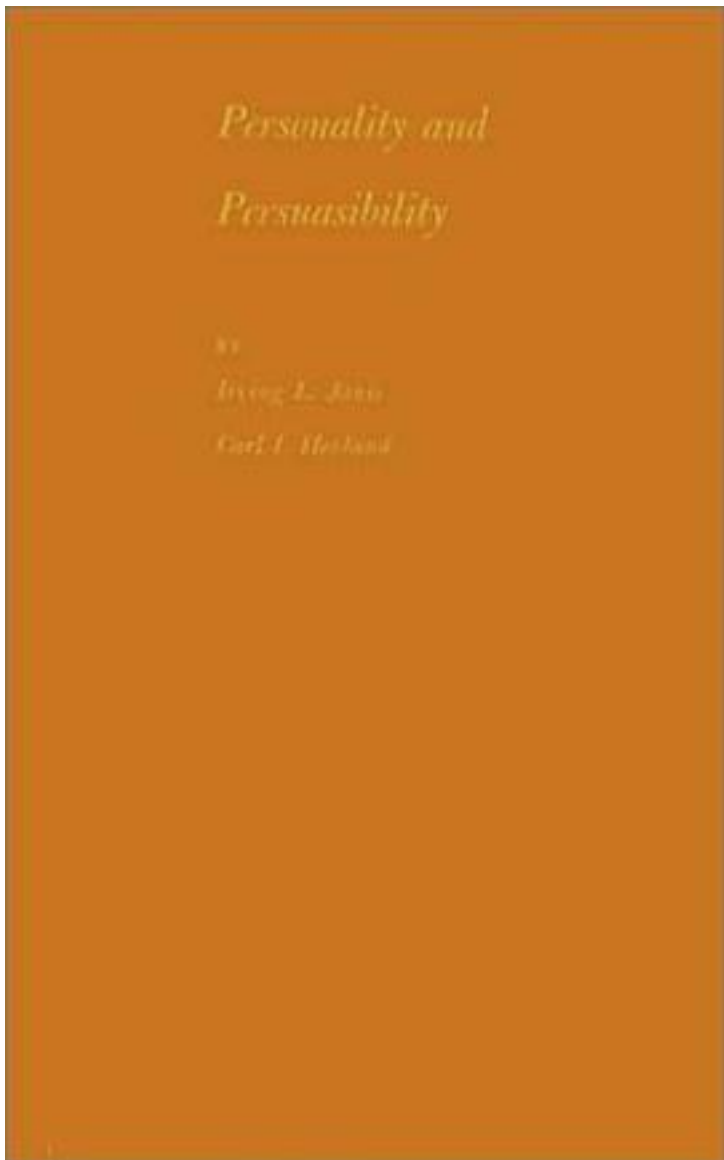


Personality and Persuasibility (Yale Studies in Attitude and Communication, Volume 2)



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General persuasibility--a person's readiness to accept social influence from others irrespective of what he or she knows about the communicator or what it is that the communicator is advocating--is studied. Significant contributions on individual differences in persuasibility made by a number of psychologists associated with the Yale Communication and Attitude Change Program are brought together in this volume.

作者介绍:

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