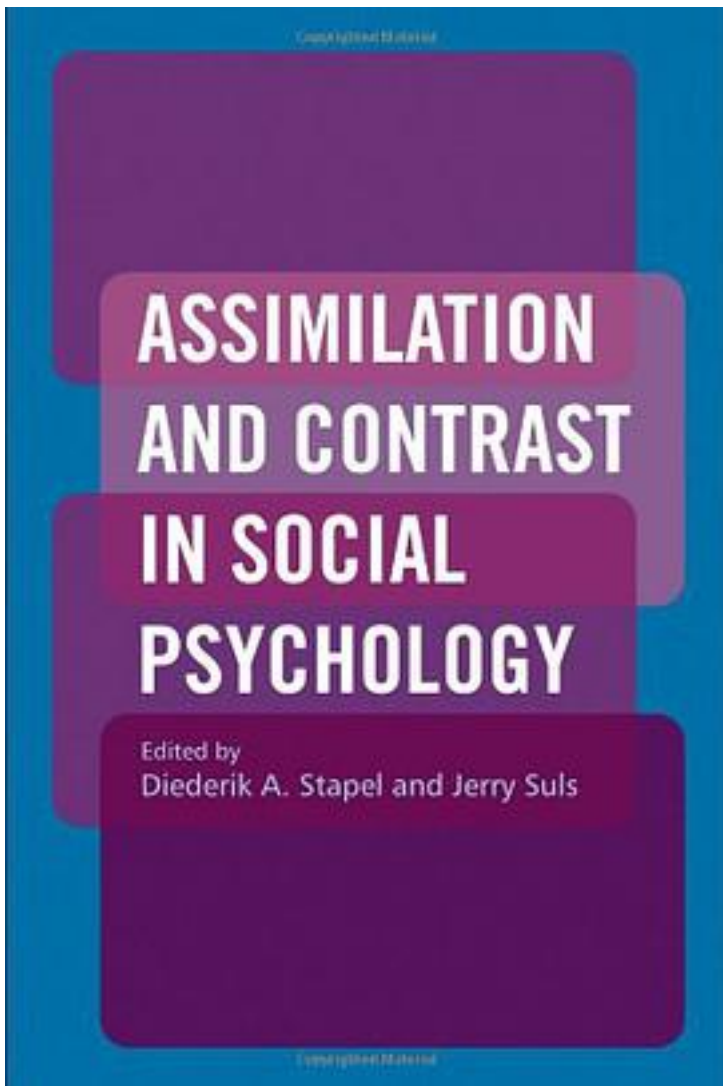


# Assimilation and Contrast in Social Psychology



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Despite the importance and amount of research activity devoted to assimilation and contrast processes by social psychologists, there has been no volume that is devoted to this topic. *Assimilation and Contrast in Social Psychology* consists of original essays on classic and contemporary developments concerning assimilation and contrast. The editors have invited a set of leading researchers who represent a wide range of theory, evidence and application of these phenomena. The book also includes a chapter presenting a historical survey of relevant developments in psychophysics and social and cognitive psychology. A closing chapter provides a synthesis and suggest future directions. This volume is suitable for professionals, graduate students and advanced undergraduates.

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