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Significantly updated to reflect advances in the discipline, the 8th edition provides a firm foundation for students to build their understanding of this rigorous science in a way that engages and fascinates.

Research made relevant through a storytelling approach. This renowned text maintains its acclaimed storytelling approach, teaching the science of psychology through an engaging narrative that makes research relevant to students. Drawing upon their extensive experience as researchers and teachers, Elliot Aronson, Tim Wilson, and Robin Akert present the classic research that has driven the field and introduce cutting-edge research that is the future of social psychology. Significantly updated to reflect advances in the discipline, the 8th edition provides a firm foundation for students to build their understanding of this rigorous science in a way that engages and fascinates. A better teaching and learning experience This program will provide a better teaching and learning experience for you and your students. Here's how: Personalize Learning The new MyPsychLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking The authors emphasize this rigorous science through research examples that encourage students to think twice about their preconceived notions of what social psychology is - and isn't. Engage Students Through real-life vignettes, which open each story chapter, and "mini-stories" throughout each chapter, the eighth edition provokes student interest by focusing on real-life examples. Explore Research The authors present a balance between the latest findings in the field with classic research in social psychology. Noting that some older studies deserve their status as classics and are important cornerstones to the discipline, this text encourages students to experience the continuity and depth of the field versus regarding it as a collection of studies published in the past few years. Support Instructors This program provides instructors with unbeatable resources, including state-of-the-art PowerPoints embedded with videos, the NEW MyPsychLab with ABC's What Would You Do videos, an easy to use Instructor's Manual, a robust test bank, and an online test generator (MyTest). All of these materials may be packaged with the text upon request. Note: MyPsychLab does not come automatically packaged with this text. To purchase MyPsychLab, please visit www.mypsychlab.com or you can purchase a ValuePack of the text + MyPsychLab (at no additional cost). ValuePack ISBN-10: 020591201X / ValuePack ISBN-13: 9780205912018.

This book, written by distinguished authors, presents a detailed, rigorous and scientific approach to social psychology aimed at students and faculty alike.

The Indian adaptation of the 9th edition of this book on social psychology provides broad insights in to the culture, traditions and contexts of Indian society while explaining the various concepts of social behavior. The strength of this adapted edition is to actively engage the students by including real-life examples in Indian context along with the empirical Indian researches which are comparable with the vast in-depth scientific study of the various social psychological concepts. Features1. The book includes Indian case studies, data and researches so as to bring clarity about the causes, consequences and control of different social problems in the Indian scenario 2. To facilitate better learning and understanding, the book contains review questions, "Try It!" exercises and knowledge testing through multiple-choice questions 3. These are retained in the adaptation with a few modifications in the Indian context. Last but not the least, this adaptation book is a dynamic introduction to the science, relevance and applications of social psychology in the Indian context 4.

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This long-awaited new textbook will be of enormous value to students and teachers in cross-cultural and social psychology. The key strength of *Understanding Social Psychology Across Cultures: Living and Working in a Changing World* is how it illustrates the ways in which culture shapes psychological process across a wide range of social contexts. It also effectively examines the strengths and limitations of the key theories, methods and instruments used in cross-cultural research.

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Revised edition of the authors' *Social psychology*, 2013.

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Newly revised and up-to-date, this edition of "The Social Animal" is a brief, compelling introduction to modern social psychology. Through vivid narrative, lively presentations of important research, and intriguing examples, Elliot Aronson probes the patterns and motives of human behavior, covering such diverse topics as terrorism, conformity, obedience, politics, race relations, advertising, war, interpersonal attraction, and the power of religious cults.

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