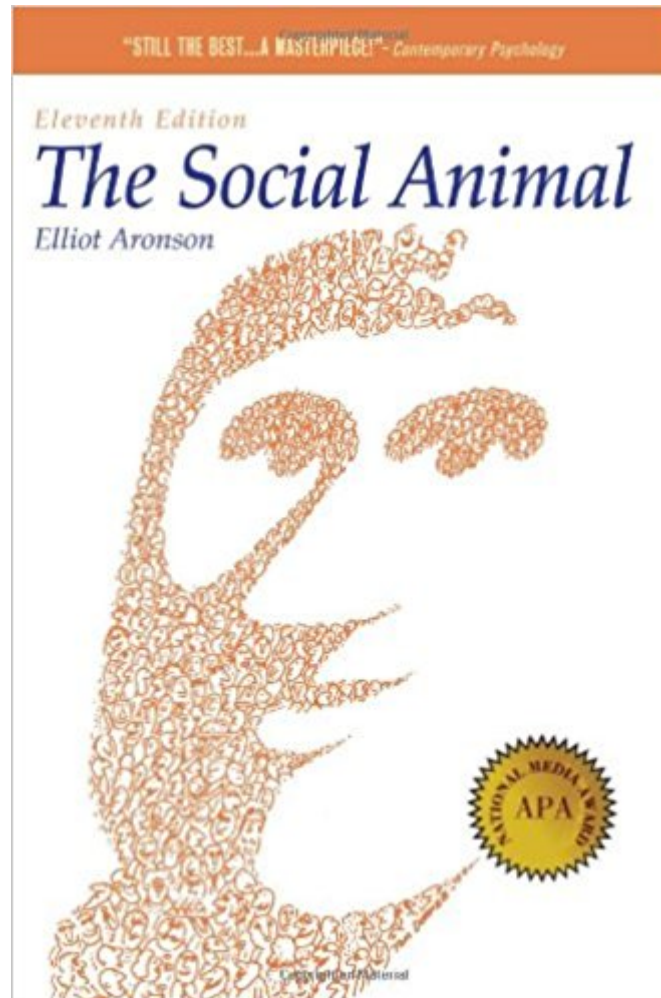




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The Social Animal



Synopsis

A landmark text that maintains its relevance and unique approach edition after edition, *The Social Animal* offers 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. ã

Book Information

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Customer Reviews

Reviews of the previous edition: 'No other psychology textbook reads as well as *The Social Animal*.' - Elizabeth Rellinger Zettler, Illinois College, USA '...this book is to be highly commended on its ability to apply psychological theory to practical situations with which the reader can identify, and for its use of both up-to-date and classical experimental evidence...The author's credibility as an award-winning writer, along with his attention to detail and flowing prose makes this, without a doubt, a good introductory text to social psychology. Although it is very concise, it is an informative book that covers a vast amount of material in a relatively short space without sparing the important details. Consequently, this book is very suitable for the needs of both beginners to psychology and practitioners...it comes very highly recommended to all social psychology enthusiasts.- Helen Mann, Heriot-Watt University, USA

Reviews of previous editions: 'The ideas [Aronson] so eloquently presents are timeless in the field of social psychology...*The Social Animal* is a masterpiece.' -

Contemporary Psychology 'A rare gem of a book, easy to read but also scientifically sophisticated.' - Contemporary Sociology 'The simplest, most entertaining introduction to social psychology. It is as though the reader is having a conversation with a stimulating, learned scholar with a good sense of humor.' - Community College Social Science Quarterly 'Aronson writes with an astonishing combination of passion, wisdom, and humor. The Social Animal is a great book.' - Grazyna Wieczorkowska, Director, Institute for Social Studies, Warsaw University, Poland

Elliot Aronson is one of the most eminent and versatile psychologists of our time. He is the only person in the 120 year history of the American Psychological Association to have won all three of its major awards: Distinguished Researcher (1999), Distinguished Teaching (1980), and Distinguished Writing (1975). In addition, among his many honors are the Gordon Allport Prize for his contributions to the betterment of intergroup relations, and the Donald Campbell Award for distinguished research in social psychology. In 1981, he was named Professor of the Year by the American Council for the Advancement and Support of Education. Inducted in 1992, he is a Fellow of the American Academy of Arts & Sciences. In 2007, he was named a William James Fellow in commemoration of a lifetime of creative contributions to scientific psychology."

Great book! Exactly what I was looking for!

Maybe I shouldn't be posting a review yet, because I'm not done with the book. But so far, it's an excellent read. Very interesting material, and he does an excellent job of using analogies to help you understand things.

Wonderful book and easy to understand!!

An absolutely fantastic read. I read much of this book before the semester started, and once Social Psychology began I had no problems keeping up with the reading. This book will hold your attention in a way that many textbooks won't.

I wish all publishers would learn from Aronson. I learned more from this book than I ever have from an overpriced "textbook." Great for discussion and reflection.

Best university textbook I have read!!!

Came as said it would

Great book! came on time

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