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Douglas Kenrick, Steven L. Neuberg, Robert B. Cialdini

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Reveals social behavior motives, and bridges the person and the social situation.

A unique integrated approach to social behavior, *Social Psychology, 6/e* invite readers to consider the interplay of influences inside and outside the person in social situations. The authors emphasizes how social psychology is an important discipline, connecting different areas of psychology (e.g., clinical, organizational, and neuroscience) as well as other behavioral sciences (e.g., anthropology, biology, economics, medicine, and law). Organized around the two broad questions -“What purposes does this behavior serve for an individual?” and “Which factors lead an individual to use this behavior to achieve those goals?” - each chapter considers factors in the person, in the situation, and in their interaction, to form an understanding of human behavior.

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