


The Handbook of Attitudes


From Brand: Psychology Press



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This new handbook presents, synthesizes, and integrates the existing knowledge of methods, theories, and data in attitudes. The editors' goal is to promote an understanding of the broader principles underlying attitudes across several disciplines. Divided into three parts: one on definitions and methods; another on the relations of attitudes with beliefs, behavior, and affect; and a final one that integrates these relations into the broader areas of cognitive processes, communication and persuasion, social influence, and applications, the handbook also features an innovative chapter on implicit versus explicit attitudes. With contributions from the top specialists, this handbook features unique collaborations between researchers, some who have never before worked together. Every writer was encouraged to work from as unbiased a perspective as possible. A "must have" for researchers in the areas of social, political, health, clinical, counseling, and consumer psychology, marketing, and communication, the handbook will also serve as an excellent reference for advanced courses on attitudes in a variety of departments.

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The Handbook of Attitudes From Brand: Psychology Press Bibliography

- Sales Rank: #2213433 in Books
- Brand: Brand: Psychology Press
- Published on: 2005-07-10
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 1.67" w x 7.01" l, 2.93 pounds
- Binding: Paperback
- 840 pages

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Editorial Review

Review

...now there is a worthy first handbook, edited by Dolores Albarracin, Blair T. Johnson, and Mark P. Zanna....which contributes to the field by helping to organize classic and contemporary findings in a new way. The quality of scholarship in attitude theory and research in this handbook is some of the highest in social psychology. This new handbook is a 'must have' for researchers in the areas of social, political, health, clinical, counseling and consumer psychology, marketing, and communication...will also serve as an excellent reference for advanced courses on attitudes in a variety of departments.

—**International Journal of Public Opinion Research**

*The **Handbook of Attitudes** is an important contribution. It clearly documents the many problems that remain and the relatively modest success achieved so far.*

—**PsycCRITIQUES**

...the volume will contribute significantly to the field by helping to organize classic and contemporary findings in a new way. In addition, [it] will...integrate recent, high-impact investigations of implicit attitudes with the traditional emphasis on explicit attitudes....The handbook should also become popular among marketers and advertisers.

—**Gregory R. Maio, Ph.D.**

Cardiff University

... represents nearly all the heavyweights in the field.

—**David O. Sears, Ph.D.**

University of California at Los Angeles

The quality of scholarship in this area is some of the highest in social psychology, and that quality is reflected in the credentials of the editors and the...authors.

—**Mark Snyder, Ph.D.**

University of Minnesota

About the Author

Dolores Albarracin is an R. David Thomas Endowed Legislative Professor of Psychology at the University of Florida. She is a recipient of several grants and awards and has published in the flagship journals of the fields of psychology and social psychology. She received her Ph.D. in Social Psychology from the University of Illinois, Urbana-Champaign.

Users Review

From reader reviews:

Rodney Alvarez:

Book is actually written, printed, or descriptive for everything. You can recognize everything you want by a

book. Book has a different type. As we know that book is important point to bring us around the world. Next to that you can your reading skill was fluently. A publication The Handbook of Attitudes will make you to always be smarter. You can feel a lot more confidence if you can know about everything. But some of you think this open or reading a new book make you bored. It isn't make you fun. Why they can be thought like that? Have you trying to find best book or ideal book with you?

Cynthia Richards:

The actual book The Handbook of Attitudes has a lot details on it. So when you make sure to read this book you can get a lot of advantage. The book was compiled by the very famous author. This articles author makes some research previous to write this book. This particular book very easy to read you can obtain the point easily after looking over this book.

Carolyn Robles:

In this age globalization it is important to someone to acquire information. The information will make you to definitely understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of references to get information example: internet, classifieds, book, and soon. You will see that now, a lot of publisher which print many kinds of book. The book that recommended for your requirements is The Handbook of Attitudes this reserve consist a lot of the information with the condition of this world now. This kind of book was represented how do the world has grown up. The words styles that writer make usage of to explain it is easy to understand. The particular writer made some exploration when he makes this book. That's why this book suitable all of you.

Elizabeth Smith:

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