



## **The Science of Social Influence: Advances and Future Progress (Frontiers of Social Psychology)**

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# The Science of Social Influence: Advances and Future Progress (Frontiers of Social Psychology)

## The Science of Social Influence: Advances and Future Progress (Frontiers of Social Psychology)

The contributions to this volume capture the thrill of current work on social influence, as well as providing a tutorial on the scientific and technical aspects of this research. The volume teaches the student to:

- Learn how to conduct lab, field and case research on social influence through example by leading researchers
- Find out about the latest discoveries including the status of research on social influence tactics, dissonance theory, conformity, and resistance to influence
- Discover how seemingly complex issues such as power, rumors, group and minority influence and norms can be investigated using the scientific method
- Apply knowledge to current influence campaigns to find out what works and what does not.

*The Science of Social Influence* is the perfect core or complementary text for advanced undergraduate or graduate students in courses such as Attitudes and Attitude Change, Communications, Research Methods and, of course, Social Influence.

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