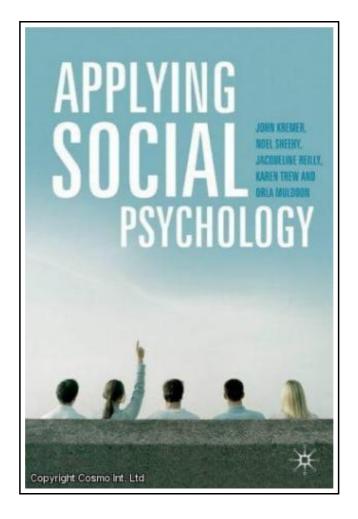
Applying Social Psychology



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Reviews

The publication is easy in read through preferable to fully grasp. It is writter in simple phrases instead of hard to understand. You will not sense monotony at at any moment of your respective time (that's what catalogs are for concerning if you request me).

(Kevin Bergstrom Sr.)

APPLYING SOCIAL PSYCHOLOGY



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Palgrave Macmillan, UK, 2003. Softcover. Book Condition: New. First Edition. Available Now. Book Description: As an applied science standing at the crossroads of so many disciplines, social psychology should have great potential for offering insight into countless aspects of our social lives. But teachers and students of social psychology often lament that the relevance of the subject to 'the real world' can remain obscure, as can the applicability of theories and models which continue to provide the foundation of the subdiscipline. Applying Social Psychology really does apply social psychology. It not only considers research which has been applied directly to social issues but also evaluates the process whereby social psychology has been and can be applied to an understanding of the social world.: Working to a common format in each chapter, the text is organised around key aspects of our lives (including work, education, health, sport, conflict, communication, economic life, crime, the environment), illustrating how multiple perspectives can work together to help understand the complexities of our social world.: Review: 'Each chapter includes . class activities (which) will help to create an interactive and lively learning environment . well written and illustrates the usefulness of social psychological theory on "real life" and social issues.' - Cary Cooper, in The Times Higher Education Supplement: About the Author: JOHN KREMER is Reader in Applied Social Psychology at Queen's University, Belfast where he has worked since 1980. He combines his academic post with work as a consultant, dealing with organisations in relation to equality and diversity issues. In 2000 he was a recipient of the annual British Psychological Society prize for challenging inequality. Previous books include Women's Working Lives, Psychology in Sport, Young People's Involvement in Sport and Gender and Psychology.: NOEL SHEEHY is Professor of Psychology at Queen's University, Belfast...

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