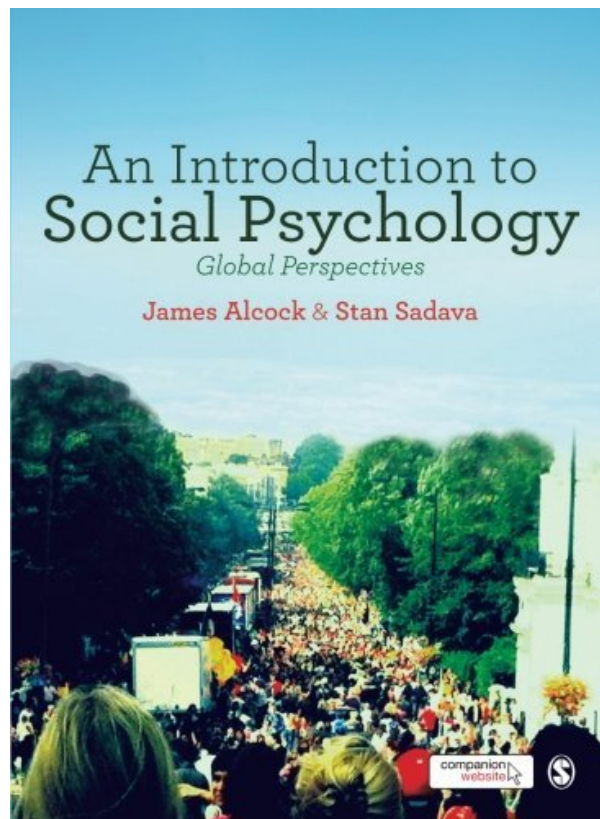
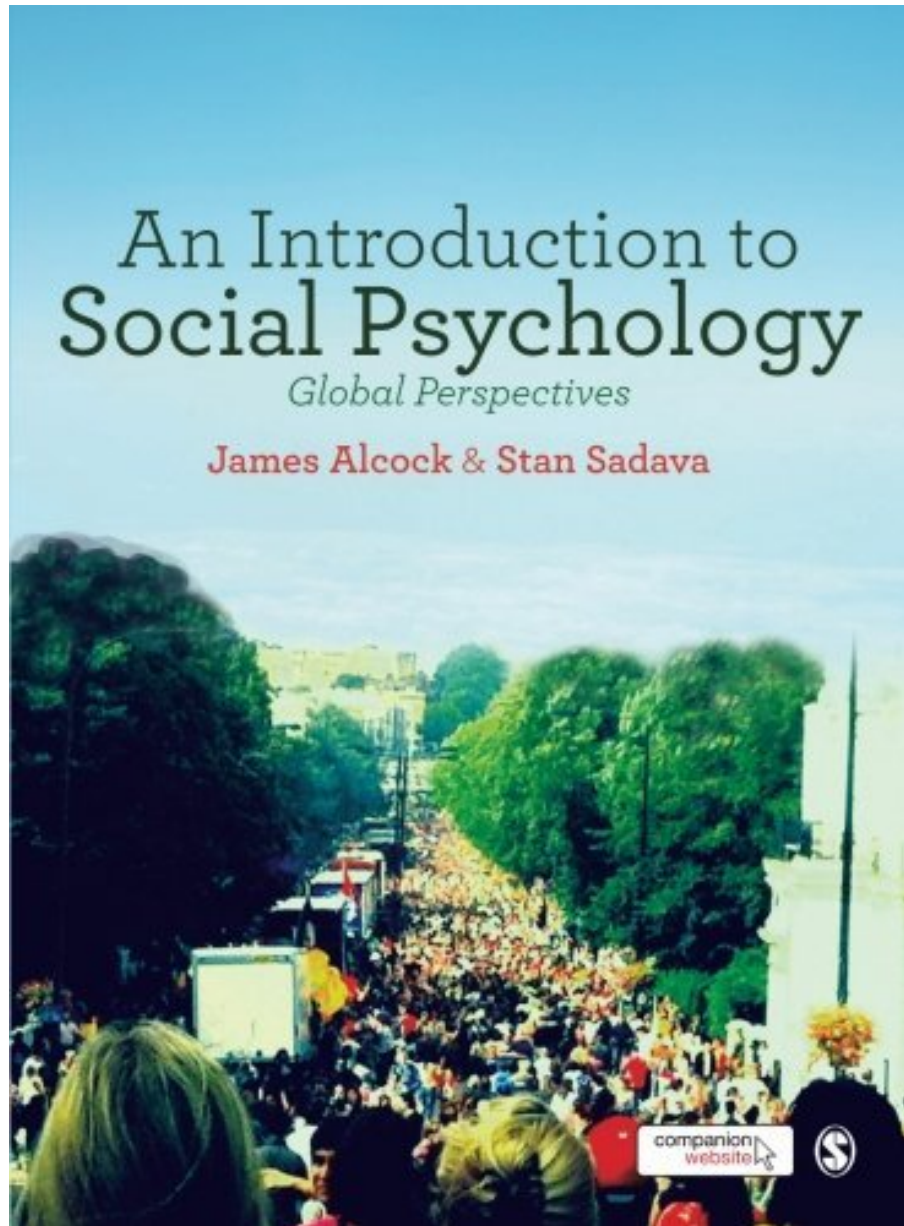


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Review

Whereas many textbooks of social psychology essentially list off a stream of facts and findings from the field, Alcock and Sadava tell the story of social psychology, providing context and interpretation necessary to understand why we, as social creatures, act, think, and behave as we do. Their global perspective does a great service to the field and will benefit educators and students internationally. (Professor Gordon Hodson)

I found this text to be well laid out and very comprehensible - engaging and user friendly. For the undergraduate students that I teach, this text is concise and pitched at the right level. I appreciate the turn towards some critical perspectives within social psychology to encourage the student's critical mentality. (Dr Joe Hinds)

Very exciting and potentially transformative - this is a book that is truly global in scope. (Dr Victoria Scaife)

About the Author

James Alcock is Professor of Psychology at Glendon College, York University, Canada.

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Psychology recognises no borders. The relationships between people and the groups they form are determined by similar principles no matter where in the world they come from. This book has been written to introduce students from all countries and backgrounds to the exciting field of social psychology. Recognising the limitations that come from studying the subject through the lens of any one culture, James Alcock and Stan Sadava have crafted a truly international social psychology book for the modern era.

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