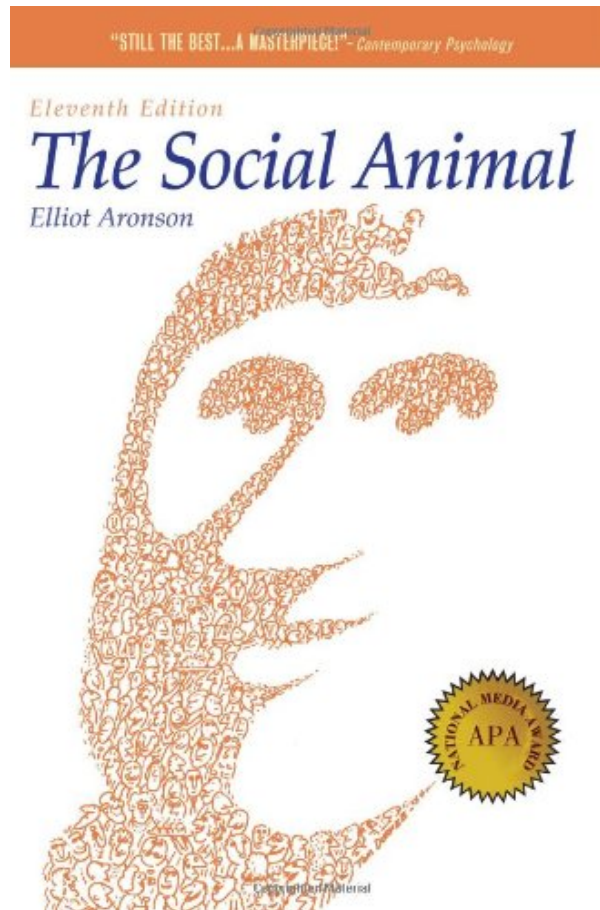


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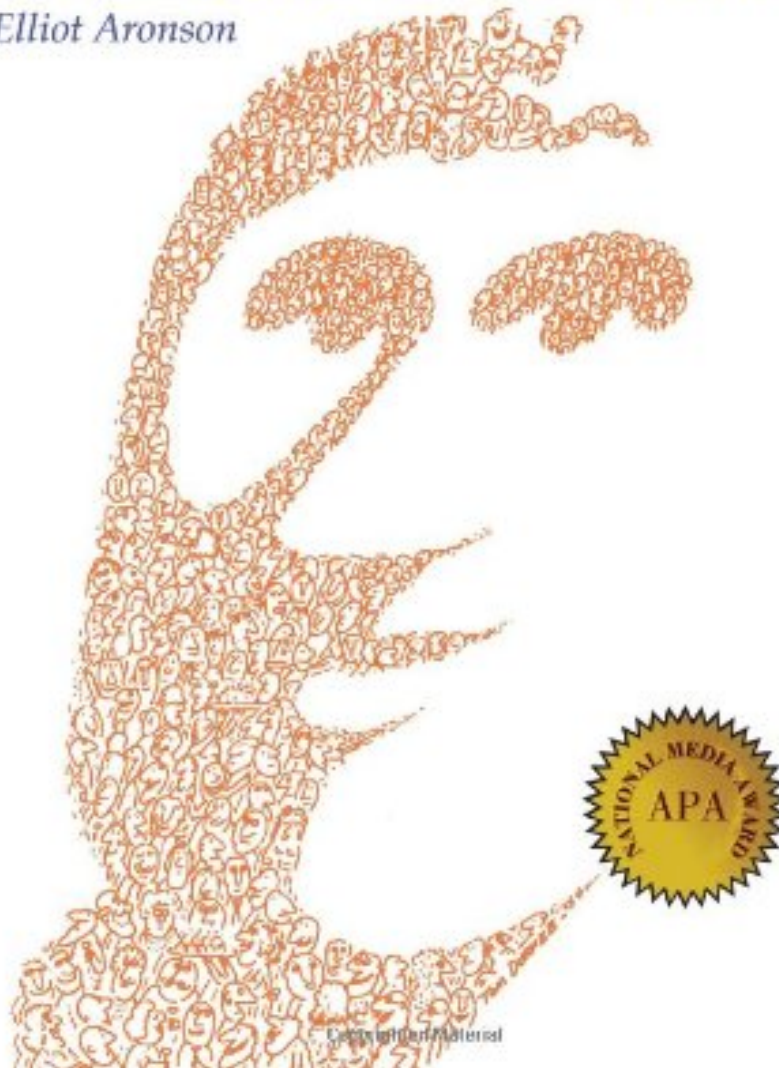


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Eleventh Edition

The Social Animal

Elliot Aronson



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Reviews of the previous edition: 'No other psychology textbook reads as well as The Social Animal.' - Elizabeth Rellinger Zettler, Illinois College, USA '...this book is to be highly commended on its ability to apply psychological theory to practical situations with which the reader can identify, and for its use of both up-to-date and classical experimental evidence...The author's credibility as an award-winning writer, along with his attention to detail and flowing prose makes this, without a doubt, a good introductory text to social psychology. Although it is very concise, it is an informative book that covers a vast amount of material in a relatively short space without sparing the important details. Consequently, this book is very suitable for the needs of both beginners to psychology and practitioners...it comes very highly recommended to all social psychology enthusiasts.- Helen Mann, Heriot-Watt University, USA Reviews of previous editions: 'The ideas [Aronson] so eloquently presents are timeless in the field of social psychology...The Social Animal is a masterpiece.' - Contemporary Psychology 'A rare gem of a book, easy to read but also scientifically sophisticated.' - Contemporary Sociology 'The simplest, most entertaining introduction to social psychology. It is as though the reader is having a conversation with a stimulating, learned scholar with a good sense of humor.' - Community College Social Science Quarterly 'Aronson writes with an astonishing combination of passion, wisdom, and humor. The Social Animal is a great book.' - Grazyna Wieczorkowska, Director, Institute for Social Studies, Warsaw University, Poland

About the Author

Elliot Aronson is one of the most eminent and versatile psychologists of our time. He is the only person in the 120 year history of the American Psychological Association to have won all three of its major awards: Distinguished Researcher (1999), Distinguished Teaching (1980), and Distinguished Writing (1975). In addition, among his many honors are the Gordon Allport Prize for his contributions to the betterment of intergroup relations, and the Donald Campbell Award for distinguished research in social psychology.

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Simple and to the Point

By GB

Great book! I want to read it again, and this time take notes. I might read it again when I take a Social Psychology class, instead of just reading it for fun. I'd recommend it to anyone who wants to gain self-knowledge. Social Psychology is all based on experiments, experiments in which regular people, just like you or me, do mostly the exact opposite of what you'd expect. The most interesting part for me was how people constantly try to justify what they say and do and what they see others say and do, with dire consequences for their able to question, think rationally, and be open-minded to other ideas than the ones they profess and believe.

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LOVED this book as an undergrad... Still have it 20+ years later...

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"The Social Animal" was a required textbook for a social psychology class I took as an undergraduate. I studied under Robert Cialdini (sp?) who, himself, is an incredible social psychologist. While I've long since rid of the great majority of my text books, after 23+ years, I still have this book (an earlier version of course).... If money weren't an issue, I'd by the updated version in a heartbeat... For anyone interested in how individuals act in social situations, this is an incredible book. No doubt, this much more recent version holds even more wonderful information... Until it becomes available via Kindle or the price lowers greatly, I'll hold on to my very outdated version. :)

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By steven turner

I read Social Animal in 1976 for class. Read it again in 1982 for repeat of class. I still had my book from those years but I wanted a new copy. You filled the bill. Thank you. I highly recommend this book for Everyone's reading and education. Classic textbook and should be in every well equipped Library

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