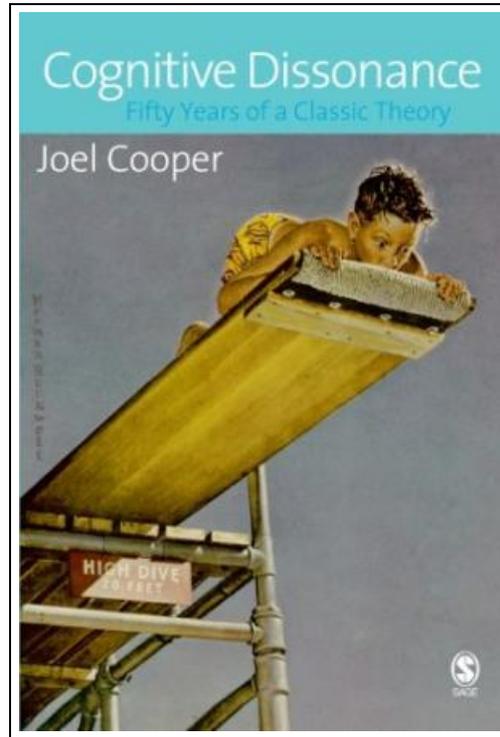


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COGNITIVE DISSONANCE: FIFTY YEARS OF A CLASSIC THEORY



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Sage Publications (CA). Paperback. Condition: New. 216 pages. Dimensions: 8.9in. x 6.1in. x 0.6in. This book is fun to read! . . . Cooper takes care to delineate those studies that were particularly important in their purpose, particularly clever in their design, and most groundbreaking in their results. He makes a gripping story of the inception and march of progress in what could have been simply a long series of interesting research projects. In doing so, he made me nostalgic for a time when the field of psychology was alive with excitement and overrun with research topics that actually made sense to those outside a narrow specialty and that meant something to the citizenry. Alan Cheney, PSYCCRITIQUE Cooper (Princeton) does a superb job summarizing research on the concept of cognitive dissonance since it was first elucidated by Leon Festinger in the 1950s. . . . Cooper brings a much-needed historical perspective to cognitive dissonance, and he peppers his discussion with interesting personal anecdotes. Political analysts as well as psychologists will be interested in the specific conditions that elicit cognitive dissonance. D. J. Winchester, Yeshiva University Dr. Joel Cooper has been at the very forefront of research on dissonance theory for decades now. In this book, he provides a brilliant and engagingly-written review of the 50-year history of dissonance research and a masterful account of the ensuing developments in the theory. The book will be an outstanding resource for readers familiar with dissonance research and an enlightening introduction for those who are not Professor Russell H. Fazio, Ohio State University Why is it that people who smoke continue to do so knowing how bad it is for them What drives people to committing adultery even though they inherently believe this is wrong Whats the outcome of this contradiction in the mind Cognitive dissonance has been an important...



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