



Introduction to Social Psychology: A European Perspective

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This brand new edition of the classic introduction to social psychology - the first to be written from a European perspective - has been given a new lease of life. While maintaining its European heritage and comprehensive coverage of the area, the book has been revamped across the board.

- Changes to the fourth edition include improved accessibility to students thanks to improved illustrations, more use of colour, and a wider, more approachable format.
- Fully integrated, cohesive and uniform chapters, ensured by a rigorous editorial process.
- More consistency and conciseness in writing style, structure and coverage.
- A host of useful, state-of-the-art pedagogical features that catch the imagination.
- A full range of instructor support via the book's accompanying website.
- New chapters brought in to reflect changes in the discipline, including first-time coverage of qualitative research.
- An even fuller European treatment of the topic, with contributions from social psychologists from across the continent.

Combining its traditional academic rigour with a contemporary level of cohesion, accessibility, pedagogy and instructor support, the fourth edition of *Introduction to Social Psychology* provides **the** definitive European treatment of social psychology.

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Editorial Review

Review

"This is an outstanding textbook that reflects the place, diversity and relevance of social psychology as a discipline with a unique approach to understanding human social behaviour, as it shapes events, trends and problems in the world we live in. It masterfully combines theoretical analysis, empirical proof and real-world pertinence to offer a deep, cutting-edge perspective on a vital, burgeoning and dynamic field of social science."

Arie W. Kruglanski, University of Maryland

"In this fourth edition of their successful textbook the editors have brought together 22 prominent European social psychologists to provide an introduction to social psychology which is both reader-friendly and intellectually challenging. I particularly liked its genuine international approach, balancing European ideas and research with those from elsewhere in the world."

Rupert Brown, University of Sussex

"Over the past two decades, Introduction to Social Psychology has become a classic in European universities and beyond. Its fourth edition takes a big leap forward as not only is it extended by three more chapters, it has also raised its didactic standards to the highest levels of the American counterparts. Colourful illustrations, summaries, biographies of "pioneers" and other new features have further improved the readability and fun that comes with browsing through its chapters. Highly recommended!"

Fritz Strack, University of Wurzburg

From the Back Cover

The fourth edition of this highly successful introduction to social psychology – the first to be written from a European perspective and translated into seven languages – has been completely revised and updated. While maintaining its European heritage and comprehensive coverage of the area, all chapters have been totally rewritten to produce:

- Improved accessibility for students, including better illustrations, greater use of colour and a wider, more approachable format
- Fully integrated, cohesive and uniform chapters, ensured by a rigorous editorial process
- Improved consistency and a more concise writing style, structure and coverage
- An even fuller European treatment of the discipline, with contributions written by eminent social psychologists from across the continent, each a leading expert on the topics covered in a given chapter
- A host of useful, state-of-the-art pedagogical features that catch the imagination, including research close-ups, everyday psychology boxes and 'pioneer' sections giving brief biographies of key figures in the field
- A full range of instructor support via the book's accompanying website at www.blackwellpublishing.com/socialpsych

Combining its traditional academic rigour with a contemporary level of cohesion, accessibility, pedagogy and instructor support, the fourth edition of *Introduction to Social Psychology* provides the definitive European treatment of social psychology.

About the Author

Miles Hewstone is Professor of Social Psychology at the University of Oxford, and is editor, with Frank Fincham and Jonathan Foster, of the highly successful introductory textbook *Psychology*, published by Blackwell in association with the British Psychological Society. He is series editor of the Blackwell Handbooks of Social Psychology and has published widely on the topics of social cognition and intergroup relations.

Wolfgang Stroebe has taught social psychology at universities in the UK, Germany and the USA and is now Professor of Social Psychology at the University of Utrecht. He is editor, with Miles Hewstone, of the *European Review of Social Psychology*. He has authored or co-authored five books and more than a hundred scientific articles and chapters on topics of social and health psychology.

Klaus Jonas has taught social and organizational psychology at universities in Germany and Austria, and is now Professor of Social and Business Psychology at the University of Zurich. He has authored research on attitude change, health psychology, intergroup relations and human resource management.

Users Review

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Wanda Stamper:

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