



# Persuasion: Psychological Insights and Perspectives

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## Persuasion: Psychological Insights and Perspectives From Brand: SAGE Publications, Inc

Persuasion: Psychological Insights and Perspectives, Second Edition highlights important and influential views on persuasion and guides students through the important contemporary centers of basic and applied persuasion research. The renowned contributors to this volume apply cutting-edge knowledge from their current research across a variety of domains, including health, advertising, prejudice, political communication, group decision making, and the impact of narratives. This Second Edition has been revised and updated to reflect new research from the past decade. It includes entirely new chapters on prejudice, persuasiveness of narratives, mass media and political persuasion, small groups, and advertising.

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- Sales Rank: #827272 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2005-01-04
- Original language: English
- Number of items: 1
- Dimensions: 9.13" h x .83" w x 7.38" l, 1.37 pounds
- Binding: Paperback
- 368 pages

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