



Attitudes And Persuasion: Classic And Contemporary Approaches

Richard E Petty, John T Cacioppo

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This classic text surveys a number of different theoretical approaches to the related phenomena of attitude and belief change. These theories are grouped into seven major approaches, each presented and evaluated in a separate chapter. Each contributes in an important way to a complete understanding of the persuasion process. Appropriate for both upper level undergraduates and graduates in the social sciences.

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