



## The Handbook of Attitudes

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# The Handbook of Attitudes

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This new handbook presents, synthesizes, and integrates the existing knowledge of methods, theories, and data in attitudes. The editors' goal is to promote an understanding of the broader principles underlying attitudes across several disciplines. Divided into three parts: one on definitions and methods; another on the relations of attitudes with beliefs, behavior, and affect; and a final one that integrates these relations into the broader areas of cognitive processes, communication and persuasion, social influence, and applications, the handbook also features an innovative chapter on implicit versus explicit attitudes. With contributions from the top specialists, this handbook features unique collaborations between researchers, some who have never before worked together. Every writer was encouraged to work from as unbiased a perspective as possible. A "must have" for researchers in the areas of social, political, health, clinical, counseling, and consumer psychology, marketing, and communication, the handbook will also serve as an excellent reference for advanced courses on attitudes in a variety of departments.

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