



# Social Psychology

*Kenneth S. Bordens, Irwin A. Horowitz*

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This second edition presents the core fundamentals of the subject in 11 manageable chapters while maintaining the book's scientific integrity. The research methods students need to understand, interpret, and analyze social psychological research are emphasized throughout. The streamlined approach provides an economical textbook for students and a flexible format that allows instructors to cover the entire book in a single semester. A book specific Web site contains a free online study guide and a variety of teaching tools. An **Instructor's Manual/Test Bank** and a **Computerized Test Bank** are also available.

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