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# Essence of Social Psychology

Andrew Black

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# Essence of Social Psychology

Edited by  
**Andrew Black**



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Edited by Andrew Black  
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# Essence of Social Psychology

Social psychology studies the attitude, personality and the behavior of an individual. Social psychologists focus on the interaction that occurs within different groups of individuals and the social situations that occur. Various intrapersonal phenomena studied under this subject are persuasion, attitude, social cognition and self-concept. For someone with an interest and eye for detail, this book covers the most significant topics in the field of social psychology. In this textbook, constant effort has been made to make the understanding of the difficult concepts of the subject matter as easy and informative as possible, for the readers.

**Andrew Black** received his MA and PhD in Applied Social Psychology from Loyola University Chicago, United States of America. He has conducted works on group dynamics and social cognition. He is actively engaged in research projects with a team of senior professors and students. Black is an active member of several scientific and technical societies, where he continues to share his expertise and knowledge in the field of social psychology.

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