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Ayala Pines and Christina Maslach are both gifted, energetic individuals who love to teach as much as they love to conduct research. Consequently, they will be very knowledgeable guides for your journey into the workings of social psychology. This unique book now in its fourth edition, is truly a labor of love. In it you will find ideas, reports, perspectives, and projects that students have responded to with enthusiasm. Pines and Maslach share with us the challenge, complexity, and concerns that constitute the endeavor to understand how individuals are influenced by others and in return shape their social environment. They lead us from classic areas of social psychology to emerging frontiers of research. Their concern is always to involve you, to get you to think about what all this means for your life, to participate actively in the observations and projects suggested. Here's to a most enjoyable experience in learning about the social animal that is you.

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