



Social Psychology in Cross-Cultural Perspective

Fathali M. Moghaddam, Donald M. Taylor

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Acknowledging the growing cultural diversity in many societies, social psychologists are exploring the wide-ranging influence of ethnicity, gender, race, social class, and other cultural factors on social behaviour. Such cross-cultural considerations are now seen as vital to understanding behaviour within any given society, as well as across societies around the world. Drawing on these exciting developments, "Social Psychology in Cross Cultural Perspective" analyzes the most important topics in social psychology including social cognition, social influence, and social relations-from a cross-cultural perspective. It is an introductory text which elucidates the link between culture and individual social behaviour.

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