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Robert A. Baron, Donn R. Byrne, Nyla R. Branscombe

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Finally, a briefer version of one of the best-selling books in social psychology, for those who prefer less detail. Baron and Byrne set the standard with their original book, and new co-author Nyla Branscombe has brought freshness and new insights with her expertise in topics such as prejudice, the self, gender and group processes. The briefer version retains all the hallmarks of the original: up-to-date coverage of the quickly evolving area of social psychology--balanced in its coverage of fundamentals with current research--and written in a lively, engaging style.



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