Great Ideas In Psychology: A Cultural And Historical Introduction
This book focuses on the key ideas of the most important modern psychologists. Nineteen classic great ideas in psychology are critically assessed in their cultural and historical context.

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Author Fathali Moghaddam is Professor of Psychology at Georgetown University. A highly respected academic and writer, he has written numerous books and articles, including Social Psychology: Exploring Universals across Cultures (1998, Freeman), and has had many years experience of teaching psychology at undergraduate level.

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