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## Chapter 1 : Persuasion in Society: Second Edition - Herbert W. Simons, Jean Jones - Google Books

*Persuasion: Psychological Insights and Perspectives, Second Edition highlights important and influential views on persuasion and guides students through the important contemporary centers of basic and applied persuasion research. The renowned contributors to this volume apply cutting-edge knowledge from their current research across a variety.*

Recensioner i media , Vo. The contributors represent an unusual breadth of disciplines and academic rank, yet, while preserving their own style of writing, they present important material in a provocative, engaging, and interesting fashion. The scholarship behind the writing and the findings is incontrovertible. This book should have wide appeal not only for advanced undergraduates in psychology but also to a variety of other disciplines, such as marketing, political science, and advertising. Brock has published articles and book chapters on a wide variety of topics in the psychology of persuasion, including effects of salesperson-consumer similarity on purchasing behavior; the role of cognitive responses in determining acceptance of persuasive messages; processing of unintelligible persuasive messages; and the effect of cognitive tuning on attitude change persistence. He has authored, coauthored, and edited nine books, most on attitudes and persuasion. Brock is currently Professor of psychology at Ohio State University. Green has focused her research on the mechanisms of narrative persuasion, as well as the ways in which technology affects social interactions. She has published articles and chapters on these topics, and she is the co-editor of the book, Narrative Impact: Social and Cognitive Foundations with J. Green is currently Assistant Professor of psychology at the University of Pennsylvania. An Introduction - Timothy C. Brock and Melanie C. Techniques for Measuring the Unobservable - Leandre R. Krosnick, and Bonnie L. Acting as We Feel: Fazio and David R. To Think or Not to Think: Strathman, and Joseph R. Persuasiveness of Narratives - Melanie C. Green and Timothy C. Principles of Interpersonal Influence - Robert B. Cialdini and Brad J. Leventhal, and Gozde Ozakinci Amodio and Patricia G. The Psychology of Advertising - Frank R. Green Name Index Subject Index.

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*Persuasion: Psychological Insights and Perspectives, Second Edition brings together leading persuasion researchers who write engagingly and authoritatively on the basics of persuasion theories. This edited book highlights important and influential views on persuasion and guides users through the important contemporary centers of basic and.*

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## Chapter 3 : Persuasion : Timothy C. Brock :

*Persuasion: Psychological Insights and Perspectives, Second Edition brings together leading persuasion researchers who write engagingly and authoritatively on the basics of persuasion theories. This edited textbook highlights important and influential views on persuasion and guides students through the important contemporary centers of basic.*

About the Editors 1. An Introduction - Timothy C. Brock and Melanie C. Techniques for Measuring the Unobservable - Leandre R. Krosnick, and Bonnie L. Acting as We Feel: Fazio and David R. To Think or Not to Think: Strathman, and Joseph R. Persuasiveness of Narratives - Melanie C. Green and Timothy C. Principles of Interpersonal Influence - Robert B. Cialdini and Brad J. Leventhal, and Gozde Ozakinci Amodio and Patricia G. The Psychology of Advertising - Frank R. Green Name Index show more Review quote "It bodes well for the teaching and giving away of psychology that so many respected researchers are able and willing to write well and simplify without oversimplifying their findings. The contributors represent an unusual breadth of disciplines and academic rank, yet, while preserving their own style of writing, they present important material in a provocative, engaging, and interesting fashion. The scholarship behind the writing and the findings is incontrovertible. This book should have wide appeal not only for advanced undergraduates in psychology but also to a variety of other disciplines, such as marketing, political science, and advertising. Brock has published articles and book chapters on a wide variety of topics in the psychology of persuasion, including effects of salesperson-consumer similarity on purchasing behavior; the role of cognitive responses in determining acceptance of persuasive messages; processing of unintelligible persuasive messages; and the effect of cognitive tuning on attitude change persistence. He has authored, coauthored, and edited nine books, most on attitudes and persuasion. Brock is currently Professor of psychology at Ohio State University. Green has focused her research on the mechanisms of narrative persuasion, as well as the ways in which technology affects social interactions. She has published articles and chapters on these topics, and she is the co-editor of the book, Narrative Impact: Social and Cognitive Foundations with J. Green is currently Assistant Professor of psychology at the University of Pennsylvania.

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## Chapter 4 : Melanie Green - Department of Communication - University at Buffalo

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Principles of persuasion 1: Brock received a Ph. Selected Publications Brannon, L. Refutations of heuristic-cue theory in service and consumer settings. *Journal of Consumer Psychology*, 10, Role of cognitive elaboration. *Personality and Social Psychology Bulletin*, 27, Social and cognitive foundations. Imagery and transportation into narrative worlds. Lawrence Erlbaum Associates, Inc. The psychology of entertainment media. A commodity theory perspective on reactance and rumination. Motivational analyses of social behavior: The role of transportation into narrative worlds. *Communication Theory*, 14, Psychological insights and perspectives. *Persuasion: Psychological Insights and Perspectives Second Edition*. Contributions to skills and perceptions that build social capital. *Political Psychology*, 26, Implications of Schema Correspondence Theory. Image and the psychology of marketing communication. A cognitive resources model. Image and psychology of marketing communication. Applying social cognition to consumer-focused strategy. Persuasion parity despite heightened scrutiny of fact.

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## Chapter 6 : Department of Psychology

*Persuasion: Psychological Insights and Perspectives, Second Edition, highlights important and influential views on persuasion and guides students through the important contemporary centers of basic and applied persuasion research.*

## Chapter 7 : Persuasion: Psychological Insights and Perspectives by Timothy C. Brock

*Persuasion is a powerful force - it can be used to reconfigure millions of minds and hearts. The key targets of persuasion are our attitudes and opinions. Whether it is an attitude toward a political candidate, a social policy, an organization, a person, or a consumer product, the power of persuasion can remake us into persons who are.*

## Chapter 8 : Melanie Green " The Conversation

*Green has examined narrative persuasion in a variety of contexts, from health communication to social issues. She has edited two books on these topics (Narrative Impact and Persuasion: Psychological Insights and Perspectives, Second Edition), and has published numerous articles in leading psychology, communication, and interdisciplinary journals.*