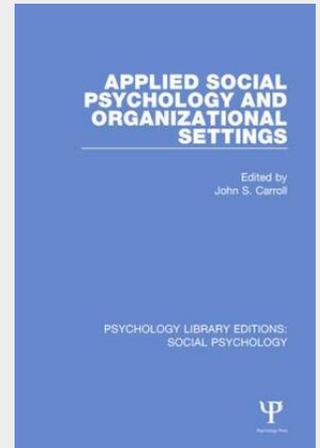


Carroll

Applied Social Psychology and Organizational Settings

Originally published in 1990, this title presents work that bridges social psychology and organizations. The primary goal is understanding, but that goal has two opposite sides: understanding organizations by bringing to bear the concepts and methods of social psychology (along with other social sciences), and understanding and developing social psychology by confronting it with the phenomena of actual organizational life. As such the authors break down some traditional stereotypical barriers between the academic world and the business world, between theoretical and applied research, between laboratory and field, and between various academic sub-disciplines. The result is a series of challenging forays into new research domains from which provocative ideas and provocative phenomena emerge.



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