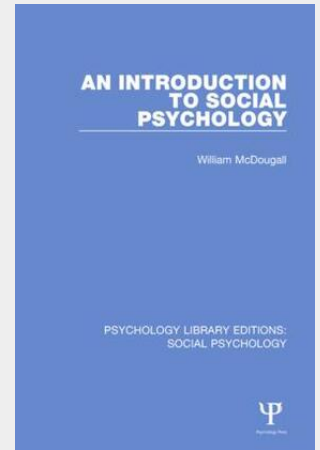


McDougall

An Introduction to Social Psychology

On its first publication in 1908 this pioneer book received immediate acclaim and was thought to have probably done more than any other single publication to stimulate study of the foundations of social behaviour. Professor McDougall was the most powerful advocate of an idealistic outlook on human life and activity, and his ideas continued to attract attention even when published in paperback form in 1960.



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