

Greenberg

Social Psychology plus LaunchPad Pack

Social Psychology offers a fresh approach to the study of social psychology, that no other available text can match. The authors draw on over 50 years of combined teaching and research to guide students through the rich diversity of the science of social psychology. They weave together explanations of theory, research methods, empirical findings, and applications to show how social psychologists work to understand and solve real-world problems. The new edition's LaunchPad brings together all student and instructor resources, including an interactive e-book, LearningCurve adaptive quizzing, Video Activities, The Science of Everyday Life Experiments and Activities, and more.



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