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Author/Creator Sherif, Carolyn W. Language English. Imprint Philadelphia, Saunders, 1965. Physical description xxi, 264 p. illus. 24 cm.

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Carolyn Sherif From Wikipedia, the was an American social psychologist who helped to develop social judgment theory and contributed pioneering research in

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Which of the following which of the following is one of the hurdles a persuasive message must clear in order to change attitudes Attitude change that

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Orientation in social psychology / Carolyn Wood Sherif. --By: Sherif, Carolyn W. Published: 1976  
Format: Book Sherif, Carolyn W. Published: 1973 Format: Book.

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In psychology, an attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). Prominent psychologist Gordon Allport

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