



**FOR IMMEDIATE RELEASE**

**CONTACT:**  
Mary Kay Jezzini  
SAGE Publicist  
212.352.1404  
publicity@sagepub.com

**SAGE REFERENCE'S UNPRECEDENTED *ENCYCLOPEDIA OF SOCIAL PSYCHOLOGY*  
REVEALS A RAPIDLY GROWING, FACINATING FIELD OF RESEARCH**

*Los Angeles, London, New Delhi, and Singapore (August 30, 2007)* – Twenty years ago, social psychology was a narrow field focused on a few vexing problems with normal adult human behavior. Today it has blossomed into a major intellectual force, with thousands of creative, energetic researchers worldwide exploring a stunningly diverse set of phenomena.

SAGE Reference's new two-volume ***Encyclopedia of Social Psychology*** presents the first and only highly accessible road map through this rapidly growing and important field. Written by an international team of prominent, well-respected researchers, 600+ succinct, jargon-free entries define and explain the vast number of intellectual and scientific ideas and concepts comprising social psychology. The content is helpfully organized according to key themes such as:

- Culture
- Emotions
- Evolution
- Health
- History
- Influence
- Methods
- Personality
- Problem Behaviors
- Prosocial Behaviors
- Social Cognition
- Sub disciplines

Readers discover the field's impressive array of research methods and ever more carefully honed theories, learning not only the background of each, but also what researchers are now doing with them, and where they stand in relation to the topic's other concepts and processes. The many subfields of social psychology are also examined.

An essential addition for all public and academic libraries, SAGE's ***Encyclopedia of Social Psychology*** is the first resource to present the state-of-the-art research and ready-to-use knowledge at work in this rapidly expanding field.

#

Editor-in-Chief **Roy F. Baumeister** is the Eppes professor in social psychology at Florida State University. Co-editor **Kathleen D. Vohs** holds the Canada Research Chair in Marketing Science and Consumer Psychology at the University of British Columbia.

**SAGE Publications** is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject

areas including business, humanities, social sciences, and science, technology and medicine. A privately owned corporation, SAGE has principal offices in Los Angeles, London, New Delhi, and Singapore. [www.sagepublications.com](http://www.sagepublications.com)

December 2007	2 -Volumes	ISBN: 978-1-4129-1670-7	\$350.00
---------------	------------	-------------------------	----------



**AUTHORITATIVE AWARD-WINNING AVAILABLE ONLINE**