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, FASCINATING 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