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Nota di contenuto	The function-structure model of attitudes : incorporating the need for affect / Gregory R. Maio [et al.] Individual differences in attitude structure / Geoffrey Haddock and Thomas L.H. Huskinson A theory about the translation of cognition into affect and behavior / David Trafimow and Paschal Sheeran Hold still while I measure your attitude : assessment in the throes of ambivalence / Steven J. Breckler Attitude ambivalence in the realm of politics / Howard Lavine The effects of attitudinal ambivalence on attention-intention-behavior relations / Christopher J. Armitage and Mark Conner Intention- behavior relations : a self-regulation perspective / Sheina Orbell An alternative view of pre-volitional processes in decision making : conceptual issues and empirical evidence / Marco Perugini and Richard P. Bagozzi Self-validation processes : the role of thought confidence in persuasion / Pablo Brinol and Richard E. Petty Coping with invalid messages by increasing or decreasing processing complexity / Yaacov

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	Schul The value-account model of attitude formation / Tilmann Betsch, Henning Plessner and Elke Schallies The relationship between implicit attitudes and behavior : some lessons from the past, and directions for the future / Patrick T. Vargas The role of exemplar stability in attitude consistency and attitude change / Charles G. Lord Putting Humpty together again : attitude organization from a connectionist perspective / J. Richard Eiser Connectionist modeling of attitudes and cognitive dissonance / Karen Jordens and Frank van Overwalle Investigating attitudes cross-culturally : a case of cognitive dissonance among East Asians and North Americans / Etsuko Hoshino-Browne [et al.] The parametric unimodel as a theory of persuasion / Arie W. Kruglanski [et al.] Theories of attitude : creating a witches' brew / Gregory R. Maio and Geoffrey Haddock.
Sommario/riassunto	What is an attitude? How do different research approaches characterise 'attitude' and its applications in social psychology?The Attitude concept has long formed an indispensable construct in social psychology. In this volume, internationally renowned contributors review contemporary developments in research and theory to capture the current metamorphosis of this central concept. This book draws together the latest developments in the field to provide a scholarly and accessible overview of the study of attitudes, examining the implications for its position as a paradigm