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Process"; "2.1.3 Learning as a Cognitive Process"; "2.1.4 Teaching Principles"; "2.1.5 Learning Curve "; "2.2 Aptitude "; "2.3 Interest "; "2.4 Attention "; "2.4.1 How to catch and hold one's Attention?"; "2.4.2 Temporary Internal Factors"; "2.4.3 Some Phenomena of Attention"; "2.4.4 Determination of Attention"; "2.4.5 Importance of Attention in Business"
"Summary of Key Points " "Test Your Self "; "Chapter 3: Attitude, Value, Perception and Attribution of an Individual "; "3.1 Attitude "; "3.1.1 Measurement of Attitude"; "3.2 Values "; "3.3 Perception "; "3.3.1 Perception as a Social Information Process: Five Steps"; "3.3.2 The Perceiver, the Perceived (Target), and the Setting"; "3.3.3 Factors Influencing Perception"; "3.3.4 Illusions or Normal Perceptual Inaccuracies"; "3.3.5 Subliminal Perception"; "3.3.6 Extra-Sensory Perception (E.S.P)"; "3.3.7 Prejudice and Discrimination"; "3.3.8 Perceptual Distortions"
"3.4 Attributions and The Attribution Process " "3.5 Perceptions, Attribution and Work Force Diversity "; "3.5.1 Perception and Attribution Across International Settings"; "3.5.2 A Managerial Checklist for Diagnosing Perceptual Biases"; "3.5.3 Relationships Among Values, Attitudes, and Perceptions"; "Summary of Key Points "; "Test Your Self "; "Chapter 4: Personality "; "4.1 Background "; "4.2 Definition "; "4.3 Determinants to Personality "; "4.3.1 Jung's Psychological Functions"; "4.4 Individual Differences in Personality "
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