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Sommario/riassunto	Human beings have a unique ability to create elaborate predispositions and evaluations based on their social experiences. The concept of attitudes is central to understanding how experience gives rise to these predispositions, and psychologists have spent the best part of the past 100 years trying to understand the intricacies of this process. Yet, despite decades of research, we still do not fully understand how attitudes are created, maintained and changed. The main objective of this book is to review and integrate some of the most recent, cutting-edge developments in research on a