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Altri autori (Persone)	HewstoneMiles MartinRobin <1960->
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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	pt. 1. Introduction -- pt. 2. Processes and theoretical issues -- pt. 3. Factors affecting majority and minority influence -- pt. 4. Dynamic interplay between majority and minority factions -- pt. 5. Epilogue.
Sommario/riassunto	Social groups form an important part of our daily lives. Within these groups pressures exist which encourage the individual to comply with the group's viewpoint. This influence, which creates social conformity, is known as 'majority influence' and is the dominant process of social control. However, there also exists a 'minority influence', which emerges from a small subsection of the group and is a dynamic force for social change. Minority Influence and Innovation seeks to identify the conditions under which minority influence can prevail, to change

established norms, stimul
