1. Record Nr.	UNISALENTO991004222569707536
Autore	Borsa, Mario
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Nota di contenuto	1. Social influence : fundamental processes and theories -- 2. The role of cognitive processes and strategies in social influence -- 3. Social influence and group behavior.
Sommario/riassunto	Social influence processes play a key role in human behavior. Arguably our extraordinary evolutionary success has much to do with our subtle and highly developed ability to interact with and influence each other. In this volume, leading international researchers review and integrate contemporary theory and research on the many ways people influence each other, considering both explicit, direct, and implicit, indirect influence strategies. Three sections examine fundamental processes and theory in social influence research, the role of cognitive processes and strategies in social influence phenomena, and the operation of social influence mechanisms in group settings. By applying the latest research to a wide range of interpersonal phenomena, this volume greatly advances our understanding of social influence mechanisms in strategic social interaction, and should be of interest to all students, researchers and practitioners interested in the dynamics of everyday interpersonal behavior.