

Handbook of Affect and Social Cognition



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This book offers a comprehensive review and integration of the most recent research and theories on the role of affect in social cognition and features original contributions from leading researchers in the field. The applications of this work to areas such as clinical, organizational, forensic, health, marketing, and advertising psychology receive special emphasis throughout. The book is suitable as a core text in advanced courses on the role of affect in social cognition and behavior or as a reference for those interested in the subject.

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