



## Why We Evaluate: Functions of Attitudes

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# Why We Evaluate: Functions of Attitudes

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As the first book to examine the psychological motivations underlying people's attitudes, as well as why people form attitudes, this volume presents empirical research describing theoretical perspectives and practical applications. The editors assembled the leaders in the field to examine the topics of attitude function persuasion, individual-differences approaches, and the role of motivation within a variety of psychological disciplines, including social, personality, consumer, and environmental.

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