



The Social Psychology of Organizing (Topics in Social Psychology Series)

By Karl E Weick

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Have you ever had trouble teaching the various topics of social psychology and fitting them together to form a coherent field? Dr. Stangor felt like he was presenting a laundry list of ideas, research studies, and phenomena, rather than an integrated set of principles and knowledge. He wondered how his students could be expected to remember and understand the many phenomena that social psychologists study? How could they tell what was most important? It was then that he realized a fresh approach to a Social Psychology textbook was needed to structure and integrate student learning; thus, Principles of Social Psychology was born.

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