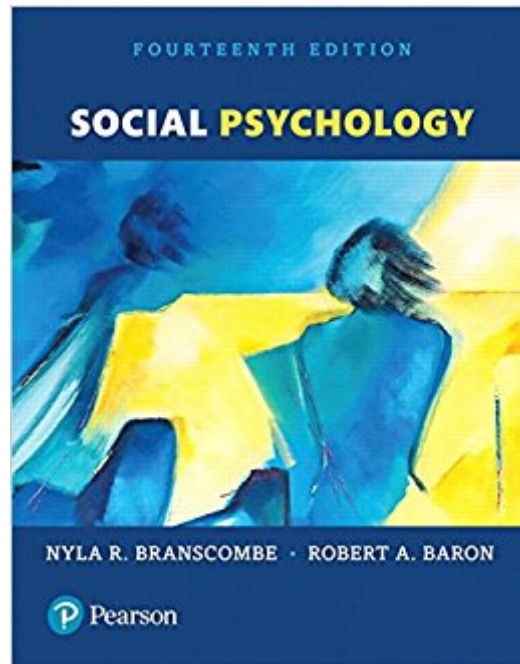




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Customer Reviews

Nyla R. Branscombe is Professor of Psychology at University of Kansas. She received her B.A. from York University in Toronto, M.A. from the University of Western Ontario, and Ph.D. in 1986 from Purdue University. She has served as Associate Editor for Personality and Social Psychology Bulletin, British Journal of Social Psychology, and Group Processes and Intergroup Relations. In 2015 she received the University of Kansas Byron A Alexander Graduate Mentor Award. Professor Branscombe has published more than 140 articles and chapters, has been twice co-recipient of the Otto Kleinberg prize for research on Intercultural and International Relations, and twice the co-recipient Society of Personality and Social Psychology Publication Award. She co-edited the 2004 volume Collective Guilt: International Perspectives, published by Cambridge

University Press, the 2007 volume *Commemorating Brown: The Social Psychology of Racism and Discrimination*, published by the American Psychological Association, the 2010 volume *Rediscovering Social Identity*, published by Psychology Press, the 2013 volume *Handbook of Gender and Psychology*, published by Sage, and the 2015 volume *Psychology of Change: Life Contexts, Experiences, and Identities*. ã ã Professor Branscombe's current research addresses a variety of issues concerning Intergroup Relations from a Social Identity perspective. How people think about groups that have a history of victimization, when and why privileged groups may feel collective guilt for their past harm doing, and the consequences of experiencing discrimination for psychological well-being have been key topics investigated. She gratefully acknowledges ongoing research support from the Canadian Institute for Advanced Research: Social Interactions, Identity and Well-Being Program. ã ã Robert A. Baron is Regents Professor and Spears Professor of Entrepreneurship at Oklahoma State University. ã ã He received his PhD in Social Psychology from the University of Iowa (1968). ã ã He has held faculty appointments at Rensselaer Polytechnic Institute, Purdue University, the Universities of Minnesota, Texas, South Carolina, Washington, Princeton University, and Oxford University. ã ã From 1979-1981 he was the Program Director for Social and Developmental Psychology at NSF. ã ã In 2001 he was appointed as a Visiting Senior Research Fellow by the French Ministry of Research (Universite de Toulouse). ã ã ã ã Professor Baron is a Fellow of APA and a Charter Fellow of APS. He has published more than 140 articles and 45 chapters, and is the author or co-author of 49 books in Psychology and Management. He serves on the boards of several major journals, and has received numerous awards for his research (e.g., ã ã "Thought Leader" ã ã award, Entrepreneurship Division, Academy of Management, 2009 the Grief award, for the most highly cited paper in the field of Entrepreneurship). ã ã He holds three U.S. patents and was founder and CEO of IEP, Inc. (1993-2000). ã ã ã ã His current research interests focus on applying the findings and principles of social psychology to the field of entrepreneurship, where he has studied such topics as the role of perception in opportunity recognition, how entrepreneurs' ã ã social skills influence their success, and the role of positive affect in entrepreneurship.

I thought this was a great textbook. It was easy to read and the information was easy to follow. I wish I would have bought it instead of renting it.

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