



Prejudice: Its Social Psychology

Rupert Brown

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This new edition of *Prejudice* provides a comprehensive treatment of the subject, introducing the major theoretical ideas as well as providing a critical analysis of recent developments.

- Takes a social psychological perspective, analysing individual behavior as part of a pattern of intergroup processes
- Covers the major research, including classical personality accounts, developmental approaches, socio-cognitive research focussing on categorization and stereotyping, prejudice as an intergroup phenomenon, and ways to combat prejudice
- Illustrates concepts with examples of different kinds of prejudice drawn from everyday life
- Includes a new chapter on prejudice from the victim's perspective
- Fully updated throughout, with expansion of the notions of explicit and implicit manifestations of prejudice

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