



Knowing People: The Personal Use of Social Psychology

Michael J. Lovaglia

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Social psychology studies one of civilization's most central concerns: human relationships. By understanding people's beliefs, attitudes, and desires, individuals can fashion relationships that benefit all involved, rather than one person or group at the expense of another. Written with a friendly style and engaging, accessible language, the second edition of the popular textbook *Knowing People* selects some of the best research in social psychology and shows how it can improve people's lives. This revised and updated edition includes clear descriptions of the latest research and adds a new chapter on leadership and emotion. Not only does *Knowing People* appeal to individual readers interested in improving their relationships, but it is also valuable as a supplemental text in a wide variety of social science, business, and professional courses—in all areas where successful interaction with other people is important.

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