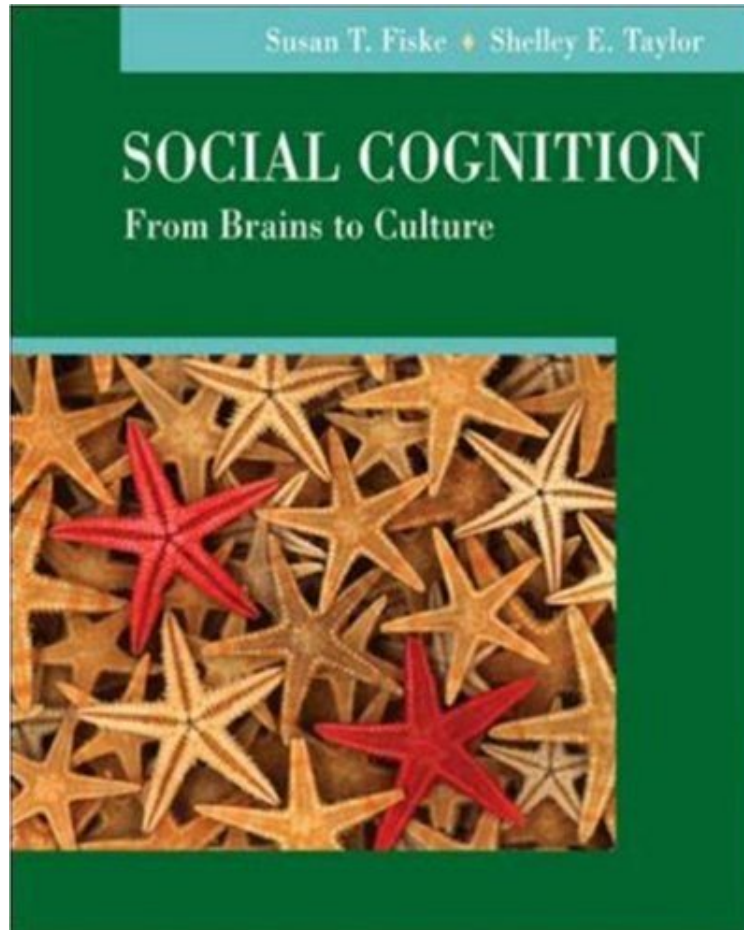


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Social Cognition, from Brains to Culture

Susan Fiske, Shelley Taylor

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Susan Fiske, Shelley Taylor : Social Cognition, from Brains to Culture before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Cognition, from Brains to Culture:

0 of 0 people found the following review helpful. Updated, "Reader-Friendly," Expansive ...By Dr. E This third edition of Social Cognition maintains the spirit of the first two. Therefore, if you are a professor who is worried that this newly revised edition strays too far from the original texts, you can set such concerns aside. As stated in the text, this book is still devoted to "how people make sense of other people and themselves." As far as changes, there is a closer focus on social neuroscience as well as cultural social psychology. Likewise, the authors state that they have crafted the text to be more "reader-friendly." They emphasize that individual chapters are relatively equal in length (which could assist with lesson planning and quizzing). Of equal interest to professors: there are bolded key words, downloadable tables, and suggestions for further reading. All of these will help students with papers and even exams. Moreover, the text is intensely cited (and it's not just citations from the authors' own papers and research ... very refreshing). The text follows a logical progression, features large and clear figures, and is fantastic for an overview

course. So vast and expansive is this text, it could easily be the only one you order for your class. This will keep textbook prices for your class low ... and you will have to compromise nothing. Win-win! Highly recommended to professors having to move on to the new edition or even ones teaching this course for the first time! 0 of 0 people found the following review helpful. Updated In Important Areas And Very Approachable By Dave Lakhani My review of this book is not from a classroom setting, rather a researcher, writer, and trainer in the area of human influence, persuasion and behavior change. I can't really comment on its usefulness as a text for teaching (Though I would say that it would say as a trainer it does appear to be excellent in that regard). This edition of the book has been updated in meaningful ways to address new research and theory in the field. Whether you are reading this book as a required text or simply using it to better understand how people think and react to one another, it is a very solid underpinning upon which to build your knowledge. This is an exceptional exploration of the models of the way people think. I particularly enjoyed their inclusion of neuroscience and the resultant research, I find it interesting to "see" how what is really going on inside our head shows up outside. This book is dense to be sure, it isn't a weekend read but if you are a serious student of human behavior, this book is a must read. The additional reading suggestions are also very solid and resulted in more than a couple of purchases to add to the library. 1 of 1 people found the following review helpful. An Excellent Piece of Scholarship. Blends Cognitive Psych/Neuroscience/Social Psych. By Ira Laefsky An Excellent Piece of Scholarship. Blends Cognitive Psych/Neuroscience/Social Psych. Fully researches all fields bearing on social psychology including cognition, emotion and neuroscience. Over 110 pages of references. Begins with pioneers of modern experimental psychology including Wundt on early Experimental Methods Ebbinghaus on Memory. This "complete book" even includes 3-4 pages on Parallel Distributed Processing the field that proceeded modern Artificial Neural Nets and Deep Learning. Much more than I would expect in a textbook of Social Psychology.

This exciting new version of the classic text, *Social Cognition*, describes the increasingly complete link between neuroscience and culture. Highlighting the cutting-edge research in social neuropsychology, mainstream experimental social-cognitive psychology, and cultural psychology, it retains the authors unique ability to be both scholarly and entertaining. Reader-friendly style and concise summaries combine with the authors engaging perspectives on this flourishing field. Comprehensive without being overwhelming, this new standard for the field brings with it a new organization reflecting current consensus open issues of the field, and its trajectory into the future.

Since the very first edition, *Social Cognition* has been the undisputed bible of the field, and this new edition is the best one yet. Insightful, authoritative, and beautifully written by two of the field's most eminent researchers, it is an indispensable guide for students and scientists alike. The book that came first remains first.--Daniel Gilbert Generations of researchers in social psychology have been schooled by Fiske Taylor's *Social Cognition*; their framing of the field is in our collective DNA. The Third Edition wonderfully enhances this tradition and is a reminder that *Social Cognition* is a must read for scholars in psychological science and beyond who seek to understand the rich dynamics of everyday life.--Eugene Borgida Two decades ago, as an undergraduate, the first edition of the Fiske Taylor lured me into the field of *Social Cognition*. It's been a steady companion ever since, allowing me to check what 'The Bible' had to say about pretty much anything I wanted to know about how the social mind works. Just as its predecessors, this new edition is bound to be the standard reference for the field.--Thomas Mussweiler *Social Cognition* has revealed as one of the most prolific areas of social psychology, and as a promising field of intersection with other disciplines. Since its very first edition, *Social Cognition* has been the reference book in this field. Fiske and Taylor, two of the field's most eminent researchers, show that it is perfectly possible to approach a topic that is broad and difficult without losing rigor or depth.--Miguel Moya *Social Cognition* carefully explains and clearly organizes different approaches and models that address the way we think of people - as different from objects. Fiske and Taylor clarify how classic studies and early theories have developed into our current understanding of social cognition. The book is an invaluable resource, cleverly structured to provide easy access to very complex phenomena. It incorporates the most recent and sophisticated research in cognitive neuroscience, while also illustrating how these basic mechanisms are relevant to real world issues and intercultural differences. This new edition of the classic textbook is indispensable for all interested in the way we consider ourselves and others.--Naomi Ellemers Fiske and Taylor has long been the go-to reference book for the field of social cognition. The new edition is as thorough, smart, and current as ever.--Timothy D. Wilson Since the very first edition, *Social Cognition* has been the undisputed bible of the field, and this new edition is the best one yet. Insightful, authoritative, and beautifully written by two of the fields most eminent researchers, it is an indispensable guide for students and scientists alike. The book that came first remains first. (Daniel Gilbert) Generations of researchers in social psychology have been schooled by Fiske Taylors *Social Cognition*; their framing of the field is in our collective DNA. The Third Edition wonderfully enhances this tradition and is a reminder that *Social Cognition* is a must read for scholars in psychological science and beyond who seek to understand the rich dynamics of everyday life. (Eugene Borgida) Two decades ago, as an undergraduate, the first edition of the Fiske Taylor lured me into the field of *Social Cognition*. Its been a steady companion ever since, allowing me to check what The Bible had to say about pretty much anything I wanted to know about how the social

mind works. Just as its predecessors, this new edition is bound to be the standard reference for the field. (Thomas Mussweiler) Social Cognition has revealed as one of the most prolific areas of social psychology, and as a promising field of intersection with other disciplines. Since its very first edition, Social Cognition has been the reference book in this field. Fiske and Taylor, two of the fields most eminent researchers, show that it is perfectly possible to approach a topic that is broad and difficult without losing rigor or depth. (Miguel Moya) Social Cognition carefully explains and clearly organizes different approaches and models that address the way we think of people as different from objects. Fiske and Taylor clarify how classic studies and early theories have developed into our current understanding of social cognition. The book is an invaluable resource, cleverly structured to provide easy access to very complex phenomena. It incorporates the most recent and sophisticated research in cognitive neuroscience, while also illustrating how these basic mechanisms are relevant to real world issues and intercultural differences. This new edition of the classic textbook is indispensable for all interested in the way we consider ourselves and others. (Naomi Ellemers) Fiske and Taylor has long been the go-to reference book for the field of social cognition. The new edition is as thorough, smart, and current as ever. (Timothy D. Wilson) About the Author Shelley E. Taylor is Professor of Psychology at the University of California, Los Angeles. She received her Ph.D. in social psychology from Yale University. After a visiting professorship at Yale and assistant and associate professorships at Harvard University, she joined the faculty of UCLA in 1979. Her research interests are in health psychology, especially the factors that promote long-term psychological adjustment, and in social cognition. In the former capacity, she is the codirector of the Health Psychology program at UCLA. Professor Taylor is the recipient of a number of awards, most notably the American Psychological Association's Distinguished Scientific Contribution to Psychology Award, a 10-year Research Scientist Development Award from the National Institute of Mental Health, and an Outstanding Scientific Contribution Award in Health Psychology. She is the author of more than 200 publications in journals and books and is also the author of Social Cognition, Positive Illusions, and The Tending Instinct.