

# Understanding Social Psychology Across Cultures: Living and Working in a Changing World (SAGE Social Psychology Program)

By Peter B. Smith, Michael Harris Bond, Cigdem Kagitcibasi





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This long-awaited new textbook will be of enormous value to students and teachers in cross-cultural and social psychology. The key strength of **Understanding Social Psychology Across Cultures: Living and Working in a Changing World** is how it illustrates the ways in which culture shapes psychological process across a wide range of social contexts. It also effectively examines the strengths and limitations of the key theories, methods and instruments used in cross-cultural research.



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# **Editorial Review**

#### Review

"This textbook takes the study of social psychology one step deeper, as context is layered across the levels of place, society, and individual and historical time." (Susannah Paletz 2007-05-31)

#### About the Author

**Peter B. Smith** was born near Colchester, UK, in 1937. and obtained his PhD from Cambridge University in 1962. After working at Leeds University, he joined the University of Sussex in 1966 and never found a good reason to leave. He is currently Emeritus Professor of Social Psychology. He has studied cross-cultural aspects of leadership, conformity and informal influence processes, as well as cultural differences in styles of communication. He is the author of eight books and more than 180 other publications. He is former president of the International Association for Cross-Cultural Psychology, and has served as Editor of the *Journal of Cross-Cultural Psychology*.

Michael Harris Bond was born in Toronto, Canada in 1944, obtaining his PhD in social psychology from Stanford University in 1970. Working first at Kwansei Gakuin University in Japan, he next joined the Chinese University of Hong Kong, where he was Professor of Social Psychology for many years. He has contributed to many aspects of cross-cultural psychology, focusing particularly on Chinese social behavior, comparative studies of belief systems, and improvements in cross-cultural research methods. He has published more than 270 papers and books in the field. In 2009, he was appointed Chair Professor at Hong Kong Polytechnic University.

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