



Foundations of Social Cognition: A Festschrift in Honor of Robert S. Wyer, Jr.

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A tribute to Robert S. Wyer, Jr.'s remarkable contributions to social psychology, *Foundations of Social Cognition* offers a compelling analysis of the underlying processes that have long been the focus of Bob Wyer's own research, including attention, perception, inference, and memory. Leading scholars provide an in-depth analysis of these processes as they pertain to one or more substantive areas, including attitudes, construct accessibility, impressions of persons and groups, the interplay between affect and cognition, motivated reasoning, and stereotypes. Each chapter reviews and synthesizes past scholarship with the assessment of current understanding and cutting-edge trends and issues.

A "must have" for scholars, researchers, and advanced students in the fields of social and cognitive psychology, as well as those in related fields such as consumer, organizational, and political psychology, neuroscience, marketing, advertising, and communication.

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