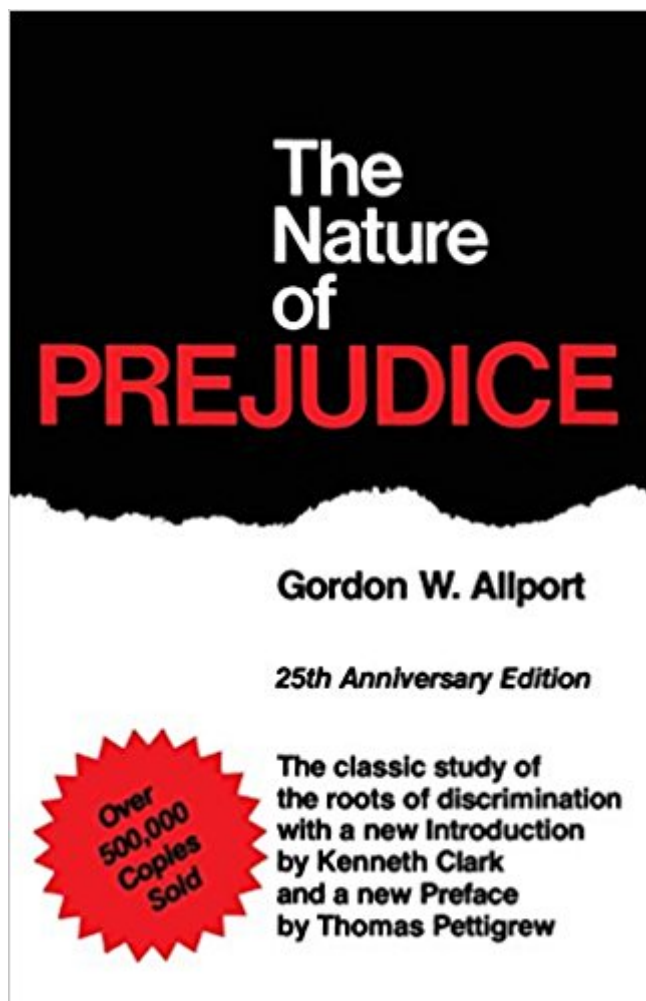


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The Nature Of Prejudice: 25th Anniversary Edition



Synopsis

With profound insight into the complexities of the human experience, Harvard psychologist Gordon Allport organized a mass of research to produce a landmark study on the roots and nature of prejudice. First published in 1954, *The Nature of Prejudice* remains the standard work on discrimination. Now this classic study is offered in a special unabridged edition with a new introduction by Kenneth Clark of Columbia University and a new preface by Thomas Pettigrew of Harvard University. Allport's comprehensive and penetrating work examines all aspects of this age-old problem: its roots in individual and social psychology, its varieties of expression, its impact on the individuals and communities. He explores all kinds of prejudice-racial, religious, ethnic, economic and sexual-and offers suggestions for reducing the devastating effects of discrimination. The additional material by Clark and Pettigrew updates the social-psychological research in prejudice and attests to the enduring values of Allport's original theories and insights.

Book Information

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Customer Reviews

'The Nature of Prejudice' remains the standard work on discrimination. Now this classic study is offered in a special unabridged edition with a new introduction by Kenneth Clark of Columbia University and a new preface by Thomas Pettigrew of Harvard University.

Gordon W. Allport was born in 1897 in Montezuma, Indiana. He received his A.B., A.M., and Ph.D.

in psychology from Harvard University, did postgraduate work abroad, and returned to Harvard in 1930, where he served as professor of psychology until his death in 1967. During his lifetime, Allport served as president of both the American and Eastern Psychological Associations, director of the National Opinion Research Center, and editor of the Journal of Abnormal and Social Psychology. His other books included *The Psychology of Rumor*, *The Individual and His Religion*, *Personality*, and *Becoming*.

A foundational read on the topic and to boot well-written. Certainly pertinent in these days.

Arrive ahead of schedule, and is very insightful.

Excelent for

Dr. Gordon Allport's study of prejudice is a must read for anyone who wants a better understanding of human behavior.

I first heard about Gordon W Allport in a Theories of Personality class I recently took. However, it was on the internet where I discovered book *The Nature of Prejudice*. I haven't finish reading all of the book so far, what I have read though has been very interesting; I cannot wait until I read the whole book.

This book is very good. So i think all person who works with psicology or should have it.I'm so glade with my order

Still the standard on this timely subject.

A sobering look at prejudice ! really good .

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