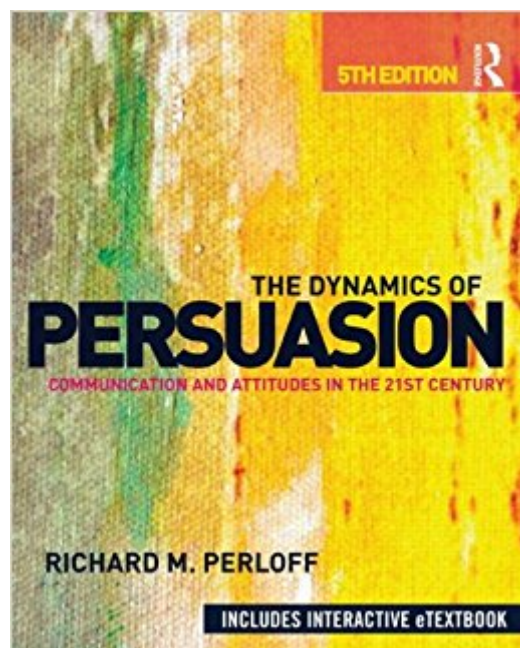




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# The Dynamics Of Persuasion: Communication And Attitudes In The 21st Century (Routledge Communication Series)



## Synopsis

With substantial revisions reflecting new research and changes in society, the fifth edition of *The Dynamics of Persuasion* introduces students to major theories of persuasion and attitudes, using theory as the key to unlock the mysteries of contemporary social influence. Organized in terms of major concepts, issues, and persuasion contexts, the book offers a lucid introduction to the body of scholarly knowledge on persuasion, up-to-date examples of persuasion in real life, and a thorough discussion of the ethics of persuasion in contemporary society. This package includes a free one-year subscription to an enhanced Interactive eTextbook, complete with author-narrated chapter synopses, videos, exercises, flashcards, and more resources for instructors and students. Key features of the interactive e-textbook:

- Anytime, anywhere access via VitalSource's Bookshelf; the most used eTextbook platform in the world
- End-of-chapter interactive exercises; multiple-choice exercises to encourage students to test their understanding of the key concepts
- Audio chapter introductions from the author
- Note taking and sharing functionalities
- Clickable definitions for key terms
- Hyperlinked further reading with links to key websites selected by the author
- A full color version of the text.

**Available Instructor Resources:**

- An instructor manual
- An image bank drawn from the text
- A video playlist with complementary discussion questions
- Chapter-by-chapter slides which instructors can adapt and integrate with their teaching
- Web links to useful websites and further reading

Visit [RoutledgeInteractive.com](http://RoutledgeInteractive.com) where instructors can register to access the instructor resources for free.

## Book Information

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## Customer Reviews

Richard M. Perloff, Professor of Communication at Cleveland State University, has been on the faculty at Cleveland State since 1979. He has written scholarly textbooks on persuasion, political communication, and the communication of AIDS prevention. Dr. Perloff is a nationally-known expert on the third-person effect, the divergent perceptions of mass media impact on others and the self. From 2003 to 2011, he served as chair and the first director of the School of Communication at Cleveland State. Perloff enjoys teaching undergraduate persuasion, graduate persuasion, and political communication courses at Cleveland State. He is a Fellow of the Midwest Association for Public Opinion Research, writes feature stories for Cleveland weekly newspapers, and has received city and state-wide journalism awards for his work. He lives in Beachwood, Ohio with his family, is an early morning swimmer, and newspaper-with- coffee aficionado.

By far, one of my favorite college textbooks that I have ever had the pleasure of reading. The examples in the book were engaging and interesting, and each chapter created further interest. A great read, and I'm glad I got to be exposed to it.

Provides insight into the everyday persuasive processes we all live. Well organized chapters maintain attention and provide sequential information. A+++

I have used this book and its previous edition in a graduate-level course in strategic communications. It has been a perennial favorite with my students and I have heard from several who I advise for their theses projects that they refer back to it to refresh their memories on relevant theories of persuasion. I have yet to see a text that covers such a range of theories and that presents them (and their critiques) in such a comprehensive way. An appropriate text for upper-level undergrad or grad courses.

Great text, fast shipping.

It's a book for college if you need it this price is the best.

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The book was in great condition, and rental process is easy to use and saved me a ton of money on textbooks. The book itself is interesting and easy to follow, much more so than our class lectures.

Great book!

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