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The Power of Others: Peer Pressure, Groupthink, and How the People Around Us Shape Everything We Do

By Michael Bond

Oneworld Publications. Paperback. Book Condition: new. BRAND NEW, The Power of Others: Peer Pressure, Groupthink, and How the People Around Us Shape Everything We Do, Michael Bond, Teenage cliques, jihadist cells, army units, polar expeditions, and football hooligans - on the face of it, each of these groups might seem exceptional, but the forces that bind and drive them can affect us all. In recent decades, psychologists have uncovered how and why our innate socialness holds huge sway over how we think and act, propelling us to both high achievement and unthinking cruelty. We are beholden to our peers, even when we think we're calling the shots. This is the power of others. In this captivating work, science writer Michael Bond investigates the latest breakthroughs in social psychology to reveal how to guard against groupthink, build better teamwork, identify shared objectives, become more ethical, and survive moments of isolation. A fascinating blend of evolutionary theory, behavioural science, and remarkable case studies, The Power of Others will teach you to truly harness your collective self.



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