About the Book
This book is about processes that undergo in the mind, individually or collectively, and are instrumental in creating adjustment. The purpose is to understand adjustment not as an alien subject but as an organic process of human life. It is in fact, the dynamic continuum of compromise and adjustment, a universal gift given to mankind. The structure is on a framework of psychological understanding but the flow is more narrative.

The book is rooted in Indian cultural context and the examples are drawn heavily from an Indian life and psyche. Each chapter begins with a mythological/historical reference and ends with a section 'Time to Reflect'.

Content
Cognitive Social Psychology

Gordon B. Moskowitz

Contents

Cultural Psychology

Carl Ratner

Contents

9780805854770 • 286 (Hb) • 2014 • ₹ 4995.00

Freud's Mass Psychology Questions of Scale

Celine Surprenant

Contents
Psychoanalytic Concepts
Quantity, Mass and Metaphor
Sciences of the Crowd
On a Large Scale
Figurative Language According to Freud
Conclusion: ‘On Transience’

9781137604859 • 204 (Hb) • 2016 • ₹ 2495.00
About the Book

“Over the past 25 years, research on the unconscious discovered that automatic processes can operate many complex functions commonly believed to require the involvement of consciousness. As impressive as these research findings were and still are, they are mute to the question of how automatic processes achieve their impressive effects. The principal authors of the chapters in Social Psychology and the Unconscious are of the next generation of automaticity researchers that addresses the question of ‘how’ head on. This is a vital resource for anybody who wishes to uncover why it is that higher mental processes benefit so much from automatic processes.” - Peter Gollwitzer, Ph.D., Professor of Social–Personality Psychology, New York University

“The single greatest change in the landscape of social psychology in the last two decades has undoubtedly been the study of the unconscious, and of automatic processing of social information. In this book John Bargh, social psychology’s foremost ‘guru’ of automaticity, has assembled a blue-chip group of authors whose chapters provide state-of-the-art commentaries on what we have learned about automaticity and its effects in diverse domains of social life. Highly readable and enlightening, this book will be invaluable for researchers, teachers, and scholars throughout social psychology.” - David L. Hamilton, Ph.D., Professor of Psychology, University of California, Santa Barbara

Evidence is mounting that we are not as in control of our judgments and behavior as we think we are. Unconscious or ‘automatic’ forms of psychological and behavioral processes are those of which we tend to be unaware, that occur without our intention or consent, yet influence us on a daily basis in profound ways. Automatic processes influence our likes and dislikes for almost everything, as well as how we perceive other people, such as when we make stereotypic assumptions about someone based on their race or gender or social class. Even more strikingly, the latest research is showing that the aspects of life that are the richest experience and most important to us - such as emotions and our close relationships, as well as the pursuit of our important life tasks and goals - also have substantial unconscious components.

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Contents

2. Effects of Priming and Perception on Social Behavior and Goal Pursuit.
3. Automaticity in Close Relationships
4. On the Automaticity of Emotion
5. The Automaticity of Evaluation
6. The Implicit Association Test at Age 7: A Methodological and Conceptual Review

The Social Psychology of Communication

Derek Hook
Bradley Franks
Martin W Bauer

Project Psychology

Using Psychological Models and Techniques to Create a Successful Project

Sharon De Mascia

About the Book

Why do carefully planned projects fail? Projects are affected, for good or ill, by the humans who undertake them. If the plan fails to take account of the psychology of managing people and the psychology of managing change there may be trouble ahead. Sharon De Mascia’s Project Psychology uses human behaviour and emerging psychological models to provide an insight into the successful management of people in projects. By selecting the right team, facilitating a common vision and by gaining a psychological understanding of how the team and the project stakeholders interact together, a project manager improves the chance of a successful outcome.
About the Book
Positive Psychology is the scientific study of the strengths that enable individuals and communities to thrive. The field is founded on the belief that people want to lead meaningful and fulfilling lives, to cultivate what is best within themselves, and to enhance their experiences of love, work, and play. As a field, positive psychology spends much of its time thinking about topics like character strengths, optimism, life satisfaction, happiness, well-being, gratitude, compassion, self-esteem and self-confidence, hope, and elevation. As a field, positive psychology spends much of its time thinking about topics like character strengths, optimism, life satisfaction, happiness, well-being, gratitude, compassion, self-esteem and self-confidence, hope, and elevation. This comprehensive book offers a new integrative vision for making life better that takes in the body and the brain, culture and society, childhood and development. It will be a unique resource for those seeking to integrate positive psychology into their evidence-based coaching practice. This book will be essential reading for all students with an interest in or studying a course in applied positive psychology and the psychology of happiness and wellbeing.

About the Author
Dr. Manisha Basal is Head of Department, Psychology at Hawabagh Mahila College, Jabalpur (M.P). She has attended and presented papers in several national seminars and symposiums.
Effective Mentoring
Seven Steps to Design & Manage Student Mentoring Programme

Karminder Ghuman Basal

About the Book
This research-informed and practitioner-approved book is essentially a how-to manual on structured, formal and facilitated student mentoring programme at an educational institution. It has been designed and developed for the practitioners to:

► Guide and handhold the institutions to design, implement and assess their mentoring programme through a step-by-step approach.
► Codify the tenets and principles of mentoring into a simple to comprehend and easy to implement mentoring programme.
► Further improve upon the skill of faculty members and become even more effective as mentors in their own way.
► Meaningfully contribute towards the much required and rewarding work of mentoring the students.

9789385462870 • 184 (Hb) • 2017 • ₹ 595.00
Applied Psychology for Project Managers

Monika Wastian
Lutz Rosenstiel
Michael A. West
Isabell Braumandl

About the Book
This book offers an essential manual for project managers, project management offices (PMO's), trainers and consultants, addressing the psychological side of project management. Written by leading scholars in organizational psychology and by top experts in project management, it covers all major psychological topics that are key to project success. The book features dedicated chapters on leadership and teamwork, including virtual and intercultural cooperation, commitment and motivation of project teams. It adds a psychological perspective to personnel management, decision-making, information and knowledge management and communication in project work.

9783662442135 • 330 (Hb) • 2015 • € 59.99

Humanitarian Work Psychology

Stuart C Carr
Dr Malcolm MacLachlan
Professor Adrian Furnham

About the Book
Have you ever wondered what makes a good humanitarian organization? How can civil society and non-governmental organizations, the different arms of the United Nations and corporate organizations respond most effectively to the challenges of organizing the work of aid, development and poverty reduction? What are the organizational issues that can make a critical difference to their effectiveness? What enables enterprises to grow and develop in challenging settings like the aftermath of a devastating tsunami? These questions are all related to humanitarian work psychology and have so far been largely overlooked by global development policy and policy makers. Their focus has remained steadfastly macro.

9781137604781 • 384 (Hb) • 2016 • ₹ 2495.00
About the Book
This is an issue faced daily by professionals working in criminal justice, health care, education and social services. A toolkit to Motivational Skills shows how the motivational interviewing approach can draw out and sustain individual’s own motivation for change. The skills can easily be generalized to suit many kids of difficulties, which makes it a flexible and practical tool for all those engaged in helping others to change. First developed for work with substance abuse, the approach has proved effective for work with a wide range of people who struggle with a variety of behaviour changes.

In this flexible and easy-to-use guide, Catherine Fuller and Phil Taylor draw on their extensive experience in staff development and training to provide;

- The theory, research and principles of the motivational approach
- A framework for motivational interviewing
- Exercises to develop the essential skills of listening, using motivational questions and summarizing discrepancies
- Strategies for working with resistance to change
- Advice on the practical application of motivational skills in different situations.

The text is supported by visual illustrations, exercises and example interviews, making it a pleasure to read, whether cover-to-cover, or as a resource that can be dipped in and out of.

Contents
- About the Authors • Acknowledgements • What is a Motivational Approach?
- How effective is the Motivational Approach? • How to Use the Toolkit to Meet Individual Requirements • Establishing Rapport and Making Contracts
- Exploring Current Motivation • The Cycle of Change • Listening Skills
- Summarizing and Reflective Listening • Asking Open Questions • Working with Resistance • Exploring Ambivalence • Developing the Desire to Change
- Affirmation and Confidence to Change • Motivational Action Planning
- Supporting Change • Putting it All Together; Cultivating your Skills

References, Index of Worksheets, Subject Index

9788126550647 • 306 (Hb) • 2014 • ₹ 2995.00
About the Book
This book puts together many of the key ideas, concerns, techniques and applications of group work. Using illustrations of various phenomena and processes pertaining to group work, it helps the reader to learn about the theory and practice of group work in a lucid and systematic manner.

By bringing together various facets of group work in one volume the authors have been able to create an important resource for students, researchers and practitioners in varied settings including therapeutic, counseling, community, Human Resource Development, Leadership Training, Voluntary Organisations, self Growth, School as well as researchers running focus groups in consumer and market research firms. In short wherever there are organized groups, which want to work!

Because of its applied orientation it is essentially different from theory based books written in the area.

Contents

9788180520877 • 203 (Hb) • 2005 • ₹ 595.00
Abnormal Psychology

Lakshameshwar Thakur

About the Book
Abnormal psychology is the study of abnormal behavior in order to describe, predict, explain, and change abnormal patterns of functioning. Abnormal psychology studies the nature of psychopathology and its causes, and this knowledge is applied in clinical psychology to treating patients with psychological disorders. There is evidence that some psychological disorders are more common than was previously thought. The concept of abnormality is imprecise and difficult to define. Examples of abnormality can take many different forms and involve different features, so that, what at first sight seem quite reasonable definitions, turns out to be quite problematical. There are several different ways in which it is possible to define ‘abnormal’ as opposed to our ideas of what is ‘normal’. This book will provide graduate students, a comprehensive understanding of the features and epidemiologies, risk factors and prevention, assessment and treatment, and long-term prognosis and associated stigma of mental disorders.

Contents
About the Book

Behavioural psychology, or behaviourism, is an approach in psychology which studies observable behaviour, emphasising the role that conditioning plays in influencing a person's thoughts and actions. Sometimes you will hear behavioral psychology referred to as behaviourism. The researchers and scientists who study behavioral psychology is trying to understand why we behave the way we do and they are concerned with discovering patterns in our actions and behaviours. The hope is that if we can use behavioral psychology to help us predict how humans will behave, we can build better habits as individuals, create better products as companies, and develop better living spaces as communities. Conditioning occurs through interaction with the environment. Behaviourists believe that our responses to environmental stimuli shape our actions. Strict behaviourists believed that any person can potentially be trained to perform any task, regardless of genetic background, personality traits, and internal thoughts. It only requires the right conditioning. This valuable book will provide a useful account of behavioural psychology and its applied uses for students and professionals from a wide range of fields.

Contents

About the Book
According to eminent psychologist Sigmund Freud, babies are initially driven by instinctive and selfish urges but gradually adapt to a more realistic approach by imbibing their parents’ values and rules. These play a role in the development of the child’s conscience. Child psychology, a key part of developmental psychology, is vast and one of the most commonly studied types of the subject. This specialized branch focuses on the psychological processes of children from birth to adolescence. It takes note of the psychological changes that occur from infancy. The scope of the study includes motor skills, cognitive development, language skills, social change, emotional development, etc. Written in a clear and friendly style, this book explores the factors within child psychology that are important when studying the development of children. This book is an invaluable resource for students studying Child Care and psychology in their graduate courses.

Contents
1. The Nature and Nurture of Child Development
2. The Humanist Doctrine of Man
3. Cognitive and Motor Development
4. Social and Emotional Development in Early Childhood
5. Child Rearing Practices and Their Effects on Child Development
6. Academic Environments in Early Childhood
7. Classroom Environment and its Impact on Learning
8. Role of Teacher in Facilitating Growth and Development in Early Childhood
9. The Behavioral Challenges and Behavioral Modification
About the Book
Industrial psychology combines the principles of psychology with a methodical investigation of various work settings. Often referred to as industrial-organizational psychology, this discipline analyzes numerous aspects of the working world and the attitudes of individuals toward their respective careers. Industrial psychology concerns itself with the application of psychological concepts to the work environment. Professionals who hold degrees in the discipline often perform consulting work for companies. Industrial Psychology was born and is nurtured on necessity. The urgency of a practical problem needing a solution gave the initial impetus to the field and the continuing demands of crisis and need have stimulated its growth and influence. This book will be a useful resource guide for students, researchers, and professionals related to the field of industrial Psychology.

Contents
1. Working Environment and Its Impact on Performance
2. Counterproductive Work Behaviour: Causes and Prevention
3. Strategic Management for Competitive Advantage
4. New Developments in Industrial Leadership
5. The Effects of Transformational and Change Leadership on Employees
6. Organizational Change and Development
7. Managing Change in Organizations and Working Culture
8. Job Satisfaction: Work Attitudes and Job Motivation
9. Performance Appraisal: Meaning, Objectives, Methods and Process
10. The Important of Job Evaluation to Organizational Success
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About the Book
Cognitive psychology is the scientific study of mind and mental function, including learning, memory, attention, perception, reasoning, language, conceptual development, and decision making. The modern study of cognition rests on the premise that the brain can be understood as a complex computing system. Much of the work derived from cognitive psychology has been integrated into various other modern disciplines of psychological study, including educational psychology, social psychology, personality psychology, abnormal psychology, developmental psychology, and economics. The line between cognitive psychology and cognitive science can be blurry. The differentiation between the two is best understood in terms of cognitive psychology’s relationship to applied psychology, and the understanding of psychological phenomena. Cognitive psychologists are often heavily involved in running psychological experiments involving human participants, with the goal of gathering information related to how the human mind takes in, processes, and acts upon inputs received from the outside world. This book is an essential, comprehensive resource for students and academics interested in topics in cognitive psychology.

Contents
1. Cognition, Perception, and Language
2. The Psychology of Decision Making
3. Creative Problem Solving Process
4. Perspectives on Language and Thought
5. Cognitive Views of Human Motivation
7. Measurement of Motives
8. Cross–Cultural Approaches to Human Motivation
9. Emotion: Cognitive, Physiological and Behavioral Components
10. Neural Mechanisms of Emotional Regulation and Decision Making
11. Stress, Appraisal, and Coping
12. Theories of Intelligence
13. Psychology of Creativity

9789386761309  •  203 (Hb)  •  2018  •  ₹ 1495.00
About the Book
Applied psychology is a field that focuses on putting practical research into action. Applied psychology is the use of psychological methods and findings of scientific psychology to solve practical problems of human and animal behaviour and experience. Mental health, organizational psychology, business management, education, health, product design, ergonomics, and law are just a few of the areas that have been influenced by the application of psychological principles and findings. In addition, a number of specialized areas in the general field of psychology have applied branches. However, the lines between sub-branch specializations and major applied psychology categories are often blurred. For example, a human factors psychologist might use a cognitive psychology theory. This could be described as human factor psychology or as applied cognitive psychology. It is an ideal book for all areas of applied psychology options, including forensic, health psychology, educational psychology, sports psychology and counselling - for students on graduate courses. This book will also be a valued addition to campus career centres.

Contents
1. Introduction to Applied Psychology
2. Frontiers: From Data to Truth in Psychological Science
3. Counseling, Psychological, and Social Work Services
4. Educational Psychology: Applications for Learning and Teaching
5. The Place of Psychology in the System of Sciences
6. Human Factors and Ergonomics
7. The Role of Forensic Psychology in Criminal Justice
8. Criminal Profiling and Psychoanalysis of Violent Crime
9. Multiple Personality Disorder and Criminal Responsibility
10. Critical Thinking in Psychology

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