

# Contents

## [Preface](#)

## [Acknowledgments](#)

### [Part 1: Foundations](#)

#### [Chapter 1 Introduction to Persuasion](#)

#### [Chapter 2 Foundations of Persuasion](#)

#### [Chapter 3 Historical, Scientific, and Ethical Foundations](#)

### [Part 2: The Nature of Attitudes](#)

#### [Chapter 4 Attitudes: Definition and Structure](#)

#### [Chapter 5 Attitudes, Behavior, and the Keys to Persuasion](#)

#### [Chapter 6 Attitude Functions](#)

#### [Chapter 7 The Power of Our Passions: Theory and Research on Strong Attitudes](#)

#### [Chapter 8 Automatic Attitudes, Priming, and Prejudice](#)

#### [Chapter 9 Attitude Measurement](#)

### [Part 3: Changing Attitudes and Behavior](#)

#### [Chapter 10 Processing Persuasive Communications](#)

#### [Chapter 11 “Who Says It”: Charisma, Authority, and the Controversial Milgram Study](#)

#### [Chapter 12 “Who Says It”: Credibility and Social Attractiveness](#)

#### [Chapter 13 Fundamentals of the Message](#)

#### [Chapter 14 Emotional Message Appeals: Fear and Guilt](#)

#### [Chapter 15 Cognitive Dissonance Theory](#)

### [Part 4: Persuasive Communication Contexts](#)

#### [Chapter 16 Interpersonal Persuasion](#)

#### [Chapter 17 Advertising, Marketing, and Persuasion](#)

#### [Chapter 18 Health Communication Campaigns](#)

## [Glossary](#)

## [Subject Index](#)

## [Author Index](#)