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Pratkanis was born on April 2, 1957 in Portsmouth Virginia. In 1979 Pratkanis graduated from Eastern Mennonite College with a Bachelor of Science in psychology, sociology and social work. Following that he went to Ohio State University and earned his Master of Science and Ph.D. in 1984.

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Authors: Anthony R. Pratkanis, Anthony Pratkanis, Elliot Aronson: Edition: illustrated, revised:

Publisher: Macmillan, 2001: ISBN: 0805074031, 9780805074031: Length: 416 pages: Subjects

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He is the co-author (with Elliot Aronson) of Age of Propaganda: The Everyday Use and Abuse of Persuasion and (with Doug Shadel) of Weapons of Fraud: A Source Book for Fraud

Fighters. He is also the founding editor of the scientific journal, Social Influence, and editor of a recent volume entitled, The Science of Social Influence.

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Anthony Pratkanis is interested in how the social world influences our attitudes, beliefs, and behavior. His research program has investigated such topics as the delayed effects of persuasion, attitudes and memory, groupthink, affirmative action, subliminal persuasion, mass communications, source credibility, persuasion and democracy, and a variety of influence tactics such as the pique ...

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