



HÖGSKOLAN I GÄVLE

Persuasion, attitudes and behaviour 7.5 cr

Attityd- och beteendepåverkan 7,5 hp

Version

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7/1/11	6/30/17
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Course Literature

Maio, G. R., & Haddock, G. (2015). *The Psychology of Attitudes & Attitude Change*. (2nd Ed.). London: SAGE Publications. pages: 352

Thaler, R. H., & Sunstein, C. R. (2009). *Nudge: Improving Decisions about Health, Wealth, and Happiness*. London/New York: Penguin Books. pages: 312