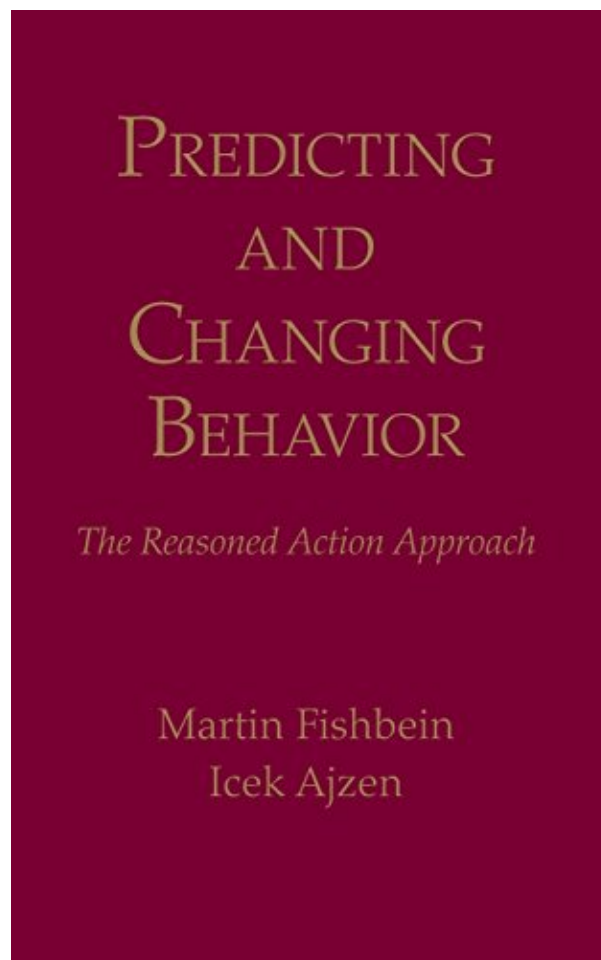


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"[The book] provides a fantastic resource and guide for predicting behaviour within the reasoned action framework." – Stephan U. Dombrowski, University of Aberdeen, in *The Psychologist*

"In this book, Martin Fishbein and Icek Ajzen provide the definitive description of the powerful reasoned action approach to predicting behavior. These two social psychologists have collaborated in pursuing this approach for over 30 years. Their lucid integration of a very large body of applied and basic research is of immense value for all who are interested in attitudes and the prediction of behavior." - Alice Eagly, Professor of Psychology, Northwestern University

"This scientific guide to predicting behavior arrives at an opportune moment. Never before have so many social issues demanded that we understand behavior change and get it right. This readable, rigorous, proven account will interest everyone interested in explaining and forecasting why people do what we do." - Susan T. Fiske, Professor of Psychology, Princeton University

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