



Personality 101 (Psych 101)

Gorkan Ahmetoglu PhD, PhD Chamorro-Premuzic Tomas

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“Personality psychology concerns what most people think psychology should be about. This book is the best introduction to personality psychology available anywhere. It combines clear, accessible, and engaging writing with a thorough grasp of the key research and methodological issues in the field. Readers at almost any level of sophistication will find the book enjoyable and informative.”

Robert Hogan, Ph.D.

President, Hogan Assessment Systems

"Broad, authoritative, and above all, clear, this lively book is the ideal introduction to the vibrant field of personality. By blending solid coverage of established theories and findings with discussion of the latest developments and controversies, *Personality 101* will be the go-to book for anyone wanting firm foundation in the field."

Sam Gosling, Ph.D.

Professor of Psychology, University of Texas, Austin

Author of *Snoop: What your stuff says about you*

“This is a seriously good book. It is written in a very approachable style by two world experts who really know the literature. It has an ‘un-put-downable’ quality, like a great novel, that students everywhere will really appreciate.”

Adrian Furnham, D.Phil (Oxford) D.Sc (London)

Professor of Psychology, University College London

What is personality? How do we measure personality? Does nature or nurture play a bigger role in our destiny? Is it possible to change our personality for the better? This unique text presents the most current scientific findings about personality in a friendly, jargon-free format. Distilling the vast research on this fascinating topic, the book addresses various historical views of personality and compares and contrasts the reigning “Five Factor” Model with the most current competing models of personality. The authors discuss techniques of assessing personality and provide essential information on its role in life outcomes ranging from career choice to happiness and interpersonal relationships.

The text also addresses controversies and moral implications pertaining to the application of personality assessment in social, organizational, and business contexts. It offers a comprehensive account of the consequences of personality on people’s lives, including such areas as religious and political attitudes and implications for health. With its concise format, clarification of complex research methodologies, and comprehensive coverage of widely established as well as controversial information about personality, this book will appeal to a wide range of audiences, including students in psychology and business disciplines.

Key Features:

- Evaluates the “Five Factor” Model of personality--the most widely established personality classification system in psychology
- Addresses controversies surrounding the application of personality assessment in social, organizational, and business contexts
- Reviews evidence demonstrating the ability of personality traits to predict “real life” outcomes such as career success and romantic relationships
- Covers a wide range of theories, methodologies, and findings in a jargon-free, concise format

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