Contents

List of Figures vii
List of Tables viii
Preface ix

1 Introduction: Perspectivism and Other Basic Notions for Understanding the Nature of the Social Sciences 1
2 Ethnopsychology (Folk Psychology) 24
3 Ethnopsychology Continued: Application 53
   Appendix 3A: Student Project: Obtaining a Script or Protocol of a Buying Episode 75
   Appendix 3B: An Illustrative Analysis of Protocols in Respect to Obtaining a Homeowner’s Mortgage 80
4 Behaviorism 89
5 Psychoanalytic Psychology 117
6 Cognitive Psychology: The Basic Perspective 143
7 Cognitive Psychology Continued: Cognitive Psychology in Marketing 181
8 Cognitive Neuroscience (and a Comment on Evolutionary Psychology or Sociobiology) 224
9 Microeconomics (Rational Choice Theory) 268
10 Behavioral Economics 298
12 Social Psychology Continued: Lewin’s Attitude Change Model, Strategies for Overcoming Resistance to Change, Motivation and Reversal Theory 367
13 Sociology 416
<table>
<thead>
<tr>
<th>CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Cultural Anthropology 441</td>
</tr>
<tr>
<td>Postscript 481</td>
</tr>
<tr>
<td>Appendix 483</td>
</tr>
<tr>
<td>References 486</td>
</tr>
<tr>
<td>Index 508</td>
</tr>
</tbody>
</table>