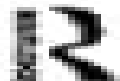


SOCIAL ATTITUDES and PSYCHOPHYSICAL MEASUREMENT

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international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 1986 Academy of Marketing Science AMS Annual Conference held in Anaheim California

Cognition, Information Processing, and Psychophysics Hans-Georg Geissler, Stephen W. Link, James T. Townsend, 2013-04-15 The plan for this volume emerged during the international Leipzig conference commemorating the centenary of the death of Gustav Fechner The contributors suggested that while many features of modern psychological theory were anticipated by Fechner many new theoretical approaches owe much more to him than often is realized As such they decided to honor Fechner by evaluating his own contribution to the founding of psychology and psychoanalysis by deepening the foundations of psychological theories of consciousness perception and choice and by using the analysis of time to create a new appreciation of constraints that bind mental processes together Thus this volume spans an extraordinary range of psychological topics from hermeneutics to the time quantum basis for mental processes in a way that would both amaze and delight Fechner Moreover the international reach of his pioneering ideas can be seen from the current locations of the contributors The span from Japan to the United States to Holland to Germany and to Israel provides a global measure of Fechner s scientific legacy

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