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Color studies in applied psychology and social sciences

Our article presents a comprehensive overview of studies on colour from the perspective of applied psychology and social sciences. It discusses major findings from the psychology of colour applied to marketing, business, politics and sports as well as to problems connected with using color tests in psychological diagnoses.

Color studies in applied psychology and social sciences

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1 The data reported in Study 1 have been collected as part of a larger data collection. Findings from the data have been reported in separate articles: Staats and Gino (2012) and Derler, Moore, and Staats (2013). This document is copyrighted by the American Psychological Association or one of its allied publishers.

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