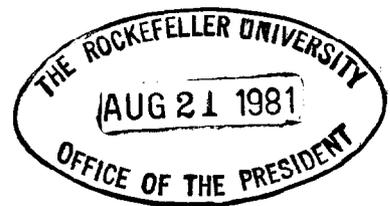


# Studies in the Creative Process



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August 19, 1981

President Joshua Lederberg  
The Rockefeller University  
1230 York Avenue at 66th Street  
New York, New York 10021

Dear Josh:

I realized that the book reference I sent you yesterday was too early to contain material regarding the Janis studies on role swapping and smoking. Therefore, I went back to bibliography and found the following additional references for your interest:

Janis, I. and Mann, L. Effectiveness of emotional role-playing in modifying smoking habits and attitudes. Journal of Experimental Research in Personality, 1:84-90, 1965.

Mann, L. and Janis, I. A follow-up study on the long term effects of emotional role playing. Journal of Personality and Social Psychology, 8:339-342, 1968.

All the best,

Sincerely,

*Albert Rothenberg*  
Albert Rothenberg, M.D.

AR:fs

*see attached  
RW.*

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