

<<组织行为学>>

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内容概要

作为一本入门级组织行为学教材，杰拉尔德·格林伯格所著的《组织行为学》(第五版)拥有较宽的受众面，适用于企业管理、人力资源管理类专业的本科生、MBA，从事人力资源管理工作的相关人员，以及对组织行为学感兴趣的普通读者。

《组织行为学》(第五版)平衡了研究成果、理论和实践案例，从基础的组织行为学理论出发，将个体行为、群体行为、组织过程的相关问题逐步展开。

为了让读者能够“活学活用”，本书在每一章前面都提出了学习目标和学习该章内容的三个理由。通过篇首案例、成功实践、企业案例描述以及解说图等生动的方式，不仅使读者较为轻松地掌握了学习内容，还给读者留下了深刻的印象，为日后的实践操作奠定了基础。

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作者简介

1975年于美国韦恩州立大学获得工业与组织心理学博士学位，现为俄亥俄州立大学管理和组织行为学的教授。

格林伯格教授担任许多组织的资深顾问，特别是在减少如攻击和员工盗窃等异常行为方面颇有研究。格林伯格曾任美国管理学会组织行为学分会的主席，并被该组织授予威廉·欧文斯学术贡献奖。他的著作多达130多本，其编写的教材《组织行为学》是该领域的经典畅销教材。

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As this book goes to press, the world is struggling to cope with fallout from a "perfect storm" of human frailties that has led it to the brink of financial disaster. Although economists surely would offer a more statistically sophisticated analysis, to me, the financial crisis reflects the inherent irrationality and imperfect nature of individuals, groups, and the organizations in which they work. Here, I speak of the arrogance and greed of some corporate executives (of several venerable brokerage firms), investors' seemingly blind faith in individuals trusted as experts (utilities analysts), and the collective belief that ostensibly risky investments (financial instruments backed by sub-prime mortgages) would be safe. History has revealed otherwise. Although I am shaken by this crisis as a citizen of the planet, the scientist within me cannot help but marvel at what it reveals about the stunning complexity of human behavior in the workplace. It showcases precisely why, in the final analysis, it is people more than anything else that make the ultimate difference in organizations. As such, it reinforces our ongoing investment in developing the rich tapestry of organizational behavior (or OB, as it's commonly called) as a field to study and to apply. And of course, it also illustrates precisely what makes grappling with these complexities so worthwhile.

ABOUT THIS BOOK The fifth edition of *Managing Behavior in Organizations* does not promise to shed light on the world's financial state, or even to address finances at all. However, it will leave readers with a good understanding of the factors that lead us to make seemingly irrational decisions, that promote our trust in others, and that make us greedy (or, at least, willing to try to get away with greedy behavior). These dynamics, and scores of others covered in this book, are useful not only for understanding financially motivated behavior but for shedding light on a myriad of situations people are likely to face on a daily basis in their work lives. To say, then, that its approach is broad would be an understatement. The book covers vast, and vitally important, territory because so too does the field on which it reports.

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