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Strategic Organizational Behavior (Paperback)

By Jonathan Westover

HCI Press, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.We live in an increasingly hyper-competitive global marketplace, where firms are fighting to stay lean and flexible in an effort to satisfy increasingly diverse and specialized consumer demand around the world. Additionally, with the shifting global economy in recent decades and the emergence of the technology and service-oriented knowledge organizations, how do organizations effectively foster a continuous learning and innovation culture, better motivate employees, and make sound organizational decisions? What can organizational leaders do to promote ongoing organizational agility that will have a measurable impact on increased firm effectiveness and employee productivity? How can organizations more successfully manage organizational knowledge to achieve strategic organizational goals and add value to all organizational stakeholders? These are just some of the pressing questions facing the organizations of today. Strategic Organizational Behavior is a text that provides a comprehensive introduction to a broad range of organizational behavior topics and explores the wide sweeping impacts for the modern workplace, presenting a wide range of cross-disciplinary research and business cases in an organized, clear, and accessible manner. Additionally, unlike other organizational behavior texts,...



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