ORGANIZATIONAL BEHAVIOR:
THEORIES AND CONCEPTS

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THEORIES AND CONCEPTS

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Organizations are undergoing unprecedented and revolutionary change. From the speed of decision making, to technological and global competitive pressures, to mergers and acquisitions, to the need to rethink business processes and alliances, organizations are constantly faced with shifting demands. And they must respond effectively, remaining flexible and transforming themselves for the new world of work. Organizational Behavior is written with these changes as a central focus—to explain through current, often high-tech examples what students need to know about organizations as they enter employment or continue their work lives. A major goal of this textbook is not just to explain the fundamental theories and concepts of organizational behavior but to help students apply those theories and concepts to their personal lives and work lives.


From those seventeen chapters, I have tried to use an approachable, inviting writing style to put students at ease and help them understand even the most complex theories and concepts. And I have tried to dig beyond the theories and concepts to explain their significance, then bring them to life with current company examples and individual quotations. I hope that my efforts have succeeded.

Associate Professor Suthinan Pomsuwan, Ph.D
Bangkok University International College
Bangkok University
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