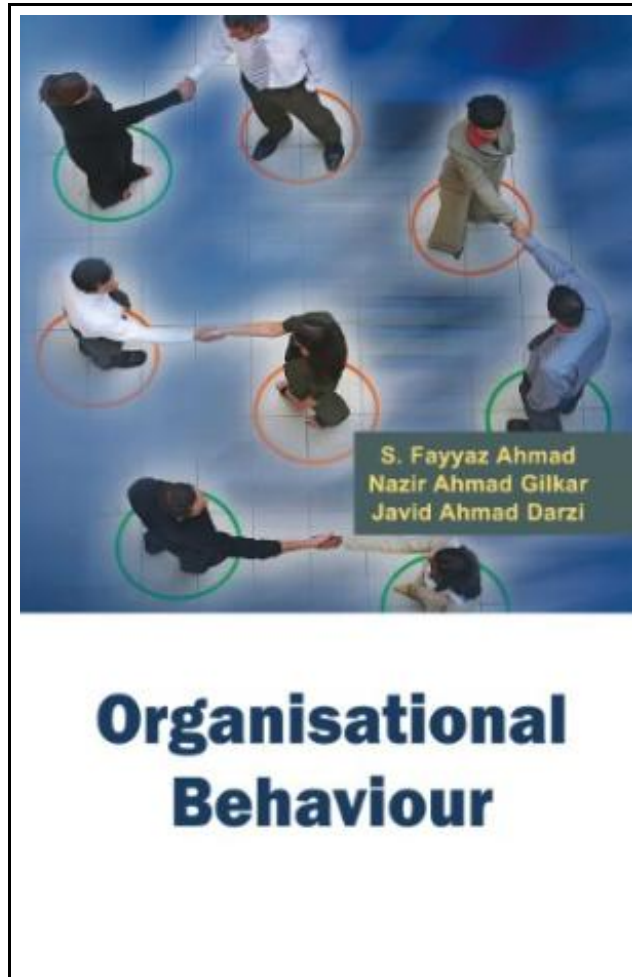


## Organisational Behaviour



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Atlantic Publishers & Distributors Pvt. Ltd., New Delhi, 2013. Soft cover. Book Condition: New. In order to be effective, modern complex organizations require leadership at all levels which is capable of realising the creative potential of their people towards the attainment of common goals. Organizational Behaviour, a subject, based on scientific research and applied orientation, helps managers and members of organizations to understand, develop and utilize this tremendous human potential. It is now a widely accepted fact that mere possession of technical and administrative skills is not sufficient for leadership success. As such, the managers of the third millennium have started realising that emotions and attitudes of people are as important in determining the organizational success as their technical skills and knowledge. Thus, organizations have started selecting employees based on emotional quotient (EQ) and positive attitudes. The book provides an insight into the subject of organizational behaviour along with cases, interweaving them with relevant examples and real happenings. Divided into 15 sections, it covers all the major concepts and principles of management, organization theory and organizational behaviour, taking care of both the traditional and transitional viewpoints. It presents cases developed and collected from various sources and follows a student-friendly approach. Various concepts in the book have been explained in real Indian perspective to help readers get a practical understanding of the conceptual issues. The book is rich in diagrams, tables, and illustrations. The language and style have been kept simple to facilitate easy understanding by the readers. A variety of questions like descriptive, applied orientation and objective type, included in the book, is one of its distinctive features. This book fulfils the needs of students of MBA, MFC, M.Com, BBM, BBA, MHRM, Sociology and Management Studies.



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