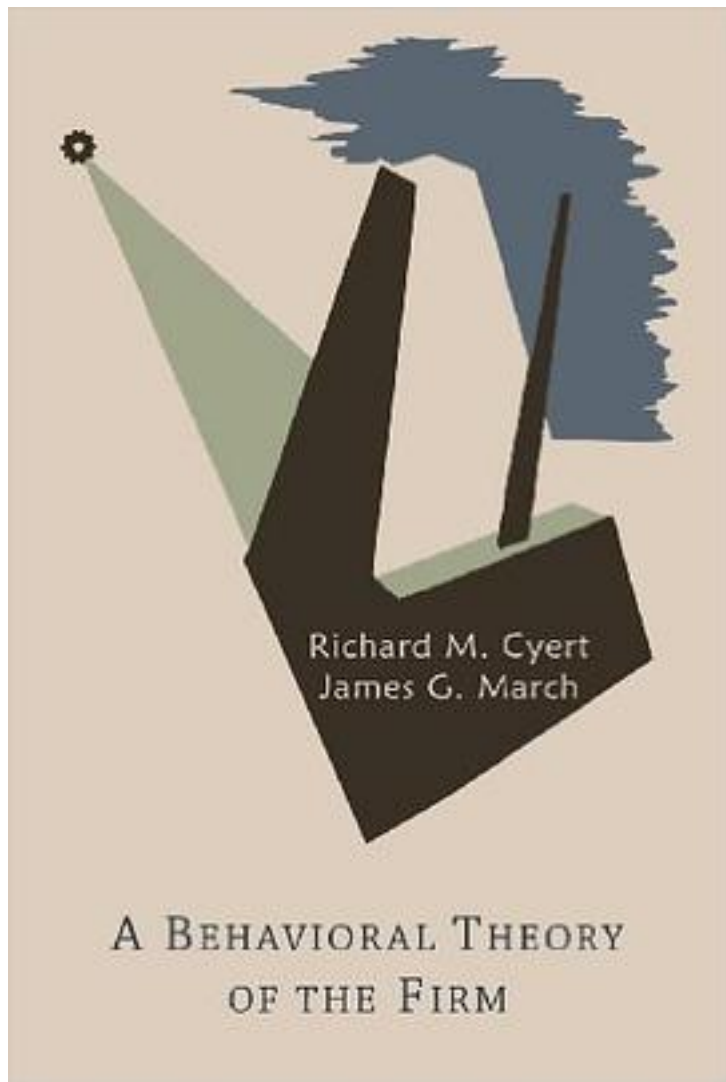


# A Behavioral Theory of the Firm



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著者:Richard Michael Cyert

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2013 Reprint of 1963 First Edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. "A Behavioral Theory of the Firm" has become a classic work in organizational theory, and is one of the most significant contributions to theory intended to improve the operation of the modern corporation. The authors use experiments and empirical observations to build their model of decision making. They reject the structure of the firm as represented by classical economic theory, instead they focus on the discretion of management. They also offer a new way of viewing the effects of organization, communications and individuals on the firm's overall activity. This is path breaking book and among the most important and provocative interpretations yet advanced for seeing inside the firm to understand it as an organization and an economic entity.

### 作者介绍:

Richard Cyert is President of the Carnegie Bosch Institute at the Carnegie Mellon University. He is also author/co-author of numerous books and has published over 100 articles in economics, management and behavioral sciences.

James March is Fred H Merrill Professor of Management, and Professor of Political Science and Sociology at Stanford University. He has jointly written many books and has written numerous articles on the subject of behavioral science.

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书评

Cyert and March's work is one of the landmark books on behavioral theory of decision making and economic theory of firm in 1960s. it has profound impact on succeeding research on organization study. much of the ideas initiated in this book has been extensiv...

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