

Applying Psychology



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出版者:Prentice Hall

出版时间:2003-6

装帧:HRD

isbn:9780130971159

For courses in Industrial/Organizational Psychology, Human Relations, and Interpersonal Skills. This introduction to success in the workplace provides an accessible overview of major psychological concepts and techniques that conveys to students how to exercise a solid professional performance and achieve personal satisfaction. Approaches to perception, learning, personality, conflict and motivation are examined, as well as theories of human behavior at work. Updated to include current issues that students can relate to in everyday life, the Sixth Edition explores topics such as cross-cultural relations, working in teams, empowerment, and other relevant matters with the goal of developing an appreciation of key principles and findings of the psychology of individual behavior.

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