Impression Management in the Organization
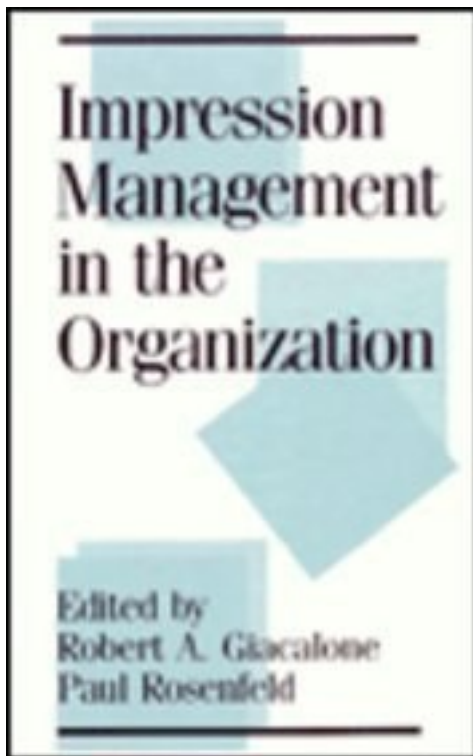
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出版者:Lawrence Erlbaum Assoc Inc

出版时间:1990-2

装帧:HRD

isbn:9780805800883

Impression management theory has been popular in sociology and social psychology for many years. This volume offers the first comprehensive application of impression management theory to organizational settings. Researchers and practitioners in organizational settings have recently been using this theory as an explanatory model to focus on the roles and identities that "social actors" utilize in interpersonal situations. The theory of impression management provides a framework for the techniques and strategies people use in order to look good as well as the excuses and justifications they employ to avoid looking bad.

作者介绍:

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