

教育部高校工商管理类教学指导委员会 双语教学推荐教材

PEARSON



BUSINESS
ADMINISTRATION
CLASSICS

工商管理经典教材·核心课系列

Administration Classics

组织行为学精要

ESSENTIALS OF

(英文版·第10版)

全球版

ORGANIZATIONAL BEHAVIOR

(Tenth Edition)

斯蒂芬·P·罗宾斯 (Stephen P. Robbins)

蒂莫西·A·贾奇 (Timothy A. Judge)

著

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模和影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

● 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

● 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

Preface

This book was created as an alternative to the 600- or 700-page comprehensive textbook in organizational behavior (OB). It attempts to provide balanced coverage of all the key elements comprising the discipline of OB, in a style that readers will find both informative and interesting. We're pleased to say that this text has achieved a wide following in short courses and executive programs, as well as in traditional courses as a companion volume with experiential, skill development, case, and readings books. It is currently used at more than 500 colleges and universities in the United States, Canada, Latin America, Europe, Australia, and Asia. It's also been translated into Spanish, Portuguese, Japanese, Chinese, Dutch, Polish, Turkish, Danish, and Bahasa Indonesian.

RETAINED FROM THE PREVIOUS EDITION

What do people like about this book? Surveys of users have found general agreement about the following features. Needless to say, they've all been retained in this edition.

- *Length.* Since its inception in 1984, we've tried diligently to keep this book in the range of 325–350 pages. Users tell us this length allows them considerable flexibility in assigning supporting materials and projects.
- *Balanced topic coverage.* Although short in length, this book continues to provide balanced coverage of all the key concepts in OB. This includes not only traditional topics, such as personality, motivation, and leadership, but also cutting-edge issues such as emotions, negotiation, and teamwork.
- *Writing style.* This book is frequently singled out for its fluid writing style and extensive use of examples. Users regularly tell us that they find this book “conversational,” “interesting,” “student friendly,” and “very clear and understandable.”
- *Practicality.* This book has never been solely about theory. It's about *using* theory to better explain and predict the behavior of people in organizations. In each edition of this book, we have focused on making sure that readers see the link between OB theories, research, and implications for practice.
- *Absence of pedagogy.* Part of the reason we've been able to keep this book short in length is that it doesn't include review questions, cases, exercises, or similar teaching/learning aids. It continues to provide only the basic core of OB knowledge, allowing instructors the maximum flexibility in designing and shaping their courses.

- *Integration of globalization, diversity, and ethics.* The topics of globalization and cross-cultural differences, diversity, and ethics are discussed throughout this book. Rather than being presented in stand-alone chapters, these topics have been woven into the context of relevant issues. Users tell us they find that this integrative approach makes these topics more fully part of OB and reinforces their importance.
- *Comprehensive supplements.* Although this book may be short in length, it's not short on supplements. It comes with a complete, high-tech support package for both faculty and students. This includes a comprehensive Instructor's Manual and Test Item File; a dedicated Web site (www.pearsonglobaleditions.com/robbins); PowerPoint slides; and the Self-Assessment Library, which provides students with insights into their skills, abilities, and interests. These supplements are described in detail later in this preface.

NEW TO THE TENTH EDITION

This tenth edition has been updated in terms of research, examples, and topic coverage. New material in this edition includes:

- *New chapter on attitudes*, which considers the latest research and applications on work attitudes, and introduces new concepts such as employee engagement (Chapter 4)
- *New **Global Implications** section* in each chapter; more than ever, OB is becoming a global concept, and we've kept pace by devoting a new section of each chapter to global issues (every chapter)
- New material on *evidence-based management* (Chapter 1)
- New section on *creating a positive work environment* and discussion of positive organizational scholarship (Chapter 1)
- Updated and revised material on *ethics and decision making* (Chapter 3)
- New material on *commitment* and *employee engagement* (Chapter 4)
- New material on *intrinsic motivation* (Chapter 5) and *alternative work arrangements* (Chapter 6)
- New section on *emotional intelligence* (Chapter 7)
- New material on *virtual teams* (Chapter 9)
- Updated material on *diversity effects on team performance* (Chapter 9)
- Revised and updated coverage of *electronic communication*, including new sections on networking software and Internet logs (blogs) (Chapter 10)
- Updated material on *authentic and ethical leadership* (Chapter 11)
- Revised recommendations for effective use of *distributive bargaining tactics* (Chapter 13)

- Revised and updated treatment of the *virtual organization* (Chapter 14)
- New section on creating a *positive organizational culture* (Chapter 15)
- Substantially revised and updated treatment of *organizational change* and work *stress* (Chapter 16)

SUPPLEMENTS PACKAGE

Essentials of Organizational Behavior continues to be supported with an extensive supplement package for both students and faculty.

FACULTY RESOURCES

Instructor's Resource Center

Register.Redem.Log in.

www.pearsonglobaleditions.com/robbins is where instructors can access a variety of print, media, and presentation resources available with this text in downloadable, digital format.

It gets better. Once you register, you will not have additional forms to fill out, or multiple usernames and passwords to remember to access new titles and/or editions. As a registered faculty member, you can log in directly to download resource files, and receive immediate access and instructions for installing Course Management content to your campus server.

Need help? Our dedicated Technical Support team is ready to assist instructors with questions about the media supplements that accompany this text. Visit <http://247.pearsoned.co.uk> for answers to frequently asked questions and toll-free user support phone numbers. The following supplements are available to adopting instructors.

For detailed descriptions of all of the supplements listed below, please visit:

www.pearsonglobaleditions.com/robbins

Instructor's Manual with Test Item File

TestGen test generating software

PowerPoints

Videos on DVD—ISBN: 0136077676

STUDENT RESOURCES

Prentice Hall's Self-Assessment Library (S.A.L.)

The Self-Assessment Library is available with this text online. It contains more than sixty self-scoring exercises that provide insights into your skills, abilities, and interests.

Companion Website

www.pearsonglobaleditions.com/robbins contains valuable resources for both students and professors, including an online study guide with multiple-choice, true/false, and short-answer questions.

FEEDBACK

The author and product team would appreciate hearing from you! Let us know what you think about this textbook by writing to college_marketing@prenhall.com. Please include "Feedback about Robbins/Judge 10e" in the subject line.

ACKNOWLEDGEMENTS

We owe a debt of gratitude to all those at Prentice Hall who have supported this text over the last 25 years and who have worked so hard on the development of this latest edition. On the editorial side, we want to thank Editor Jennifer M. Collins, Project Manager Claudia Fernandes, Editorial Assistant Elizabeth Davis, and Editorial Director Sally Yagan. On the production side, Project Manager Kelly Warsak did an outstanding job. Last but not least, we would like to thank Marketing Manager Nikki Jones and Director of Marketing Patrice Lumumba Jones and their sales staff who have been selling this book over its many editions. Thank you for the attention you've given this book.

中国人民大学出版社工商管理类英文版教材

序号	中文书名	英文书名	版次	作者	定价(元)	出版年份	ISBN
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(一) 工商管理经典教材·核心课系列(教育部高校工商管理类教学指导委员会双语教学推荐教材)

1	经济学原理	Principles of Economics	9	Karl E. Case	59	2010	978-7-300-12321-9
2	宏观经济学原理	Foundations of Macroeconomics	4	Robin Bade, Michael Parkin	45	2010	978-7-300-12346-2
3	微观经济学原理	Foundations of Microeconomics	4	Robin Bade, Michael Parkin	45	2010	978-7-300-12345-5
4	管理学原理	Fundamentals of Management	6	Stephen Robbins	45	2010	978-7-300-12320-2
5	组织行为学	Essentials of Organizational Behavior	8	Stephen Robbins	49	2008	978-7-300-08782-5
6	战略管理	Strategic Management: Concepts and Cases	8	Michael A. Hitt	48	2009	978-7-300-10515-4
7	管理经济学	Managerial Economics	11	Mark Hirschey	38	2007	978-7-300-07769-7
8	人力资源管理	Human Resource Management: Gaining a Competitive Advantage	5	Raymond A. Noe	35	2006	7-300-06709-3
9	管理沟通	Management Communication	4	James S. O'Rourke, IV	48	2010	978-7-300-12028-7
10	商务统计学	Business Statistics	5	David M. Levine	48	2010	978-7-300-12067-6
11	管理信息系统	Essentials of Business Information Systems	7	Kenneth C. Laudon	49	2009	978-7-300-10317-4
12	商学精要	Business Essentials	8	Ronald J. Ebert Ricky W. Griffin	39	2010	978-7-300-12176-5
13	公司财务管理	Corporate Financial Management	2	Douglas R. Emery	38	2007	978-7-300-08366-7
14	商业研究方法	Business Research Methods	9	Donald R. Cooper	39	2007	978-7-300-08421-3
15	企业物流与供应链管理	Business Logistics/Supply Chain Management	5	Ronald H. Ballou	45	2008	978-7-300-08490-9
16	运作管理原理	Foundations of Operations Management	1	Larry P. Ritzman	30	2004	7-300-05679-2
17	运作管理	Operations Management	8	Jay Heizer, Barry Render	49	2009	978-7-300-10218-4
18	电子商务导论	Introduction to Electronic Commerce	2	Efraim Turban	49	2010	978-7-300-12166-6
19	组织行为学精要	Essentials of Organizational Behavior	10	Stephen P. Robbins	39	2011	978-7-300-13498-7

(二) 工商管理经典教材·国际化管理系列(教育部高校工商管理类教学指导委员会双语教学推荐教材)

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2	国际金融	International Finance	14	Thomas A. Pugel	35	2009	978-7-300-10658-8
3	国际金融	International Finance	3	Keith Pilbeam	45	2009	978-7-300-10579-6
4	国际管理	International Management; Text and Cases	5	Paul W. Beamish	35	2005	7-300-06398-5
5	国际营销	International Marketing	14	Philip R. Cateora	42	2009	978-7-300-10656-4
6	国际商务	International Business	7	Charles W. L. Hill	45	2009	978-7-300-10339-6
7	全球商务	Global Business	1	Mike W. Peng	39.8	2009	978-7-300-11221-3

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2	消费者行为学	Consumer Behavior: Buying, Having, and Being	8	Michael R. Solomon	49	2010	978-7-300-12240-3
3	全球营销学	Global Marketing	4	Warren J. Keegan	36	2005	7-300-06726-3
4	网络营销	E-Marketing	5	Judy Strauss	49	2010	978-7-300-12153-6
5	广告学:原理与实务	Advertising: Principles and Practice	7	William Wells, Sandra Moriarty, John Burnett	55	2009	978-7-300-08781-8
6	战略品牌管理	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	3	Kevin Line Keller	58	2009	978-7-300-10655-7
7	销售管理	Sales Management	1	John J. Tanner, Jr.	48	2010	978-7-300-12426-1
8	营销调研	Marketing Research	6	Alvin C. Burns	55	2011	978-7-300-13337-9

(四) 工商管理经典教材·人力资源管理系列

1	绩效管理	Performance Management	1	Herman Aguinis	35	2008	978-7-300-09061-0
2	国际人力资源管理	International Human Resource Management	5	Peter J. Dowling	39	2010	978-7-300-11222-0

(五) 工商管理经典教材·运营管理系列

1	当代物流学	Contemporary Logistics	9	Paul R. Murphy, Jr. Donald F. Wood	45	2009	978-7-300-10101-9
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2	供应链设计与管理: 概念、战略与案例研究	Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies	3	David Simchi-Levi Philip Kaminsky Edith Simchi-Levi	45	2009	978-7-300-11099-8
3	服务运营管理	Service Operations Management	3	Robert Johnston	49	2010	978-7-300-11915-1
4	项目管理	Project Management	5	David I. Cleland	-	2011	978-7-300-13338-6

(六) 工商管理经典教材·英文影印版

1	亚洲营销管理	Marketing Management: An Asian Perspective	3	Philip Kotler	68	2004	7-300-06101-X
2	战略过程	Strategy Process: Concepts, Contexts, Cases	4	Henry Mintzberg	48	2005	7-300-05227-4
3	经理人财务管理	Finance for Executives: Managing for Value Creation	3	Gabriel Hawawini	49	2006	7-300-07752-8
4	商业研究方法	Business Research Methods	8	Donald R. Cooper	66	2004	7-300-04970-2
5	基础商务沟通	Basic Business Communication: Skills For Empowering the Internet Generation	10	Raymond V. Lesikar	38	2004	7-300-06182-6
6	管理沟通	Management Communication	1	Arthur H. Bell	48	2004	7-300-06045-5

(七) 哈佛商学院案例·MBA 核心课案例教学推荐教材

1	企业、政府与国际经济	Business, Government & the International Economy		哈佛商学院	48	2005	7-300-06669-0
2	组织行为学	Organizational Behavior		哈佛商学院	45	2005	7-300-06673-9
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10	营销管理	Marketing Management		哈佛商学院	48	2005	7-300-06678-X

(八) 双语教学丛书

1	宏观经济学原理	Foundations of Macroeconomics	2	Robin Bade Michael Parkin	49	2004	7-300-05519-2
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简明目录

第 I 篇 序论	1
第 1 章 组织行为学导论	1
第 II 篇 组织中的个体	14
第 2 章 人格与价值观	14
第 3 章 个体知觉与决策	32
第 4 章 工作态度	47
第 5 章 动机 I：基本概念	62
第 6 章 动机 II：应用概念	80
第 7 章 心境、情绪与组织行为	96
第 III 篇 组织中的群体	112
第 8 章 群体	112
第 9 章 团队	129
第 10 章 沟通过程	143
第 11 章 领导	159
第 12 章 权力与政治	181
第 13 章 冲突与谈判	194
第 IV 篇 组织系统	212
第 14 章 结构与组织行为	212
第 15 章 组织文化	230
第 16 章 组织变革	245
后记	261
注释	262

Contents

Preface 1

Part I PROLOGUE 1

Chapter 1 Introduction to Organizational Behavior	1
The Field of Organizational Behavior	2
Complementing Intuition with Systematic Study	3
Contributing Disciplines to the OB Field	4
Few Absolutes in OB	6
Challenges and Opportunities for OB	6
The Plan of This Book	12
Implications for Managers	13

Part II THE INDIVIDUAL IN THE ORGANIZATION 14

Chapter 2 Personality Traits and Work Values	14
Personality	14
Values	22
Linking an Individual's Personality and Values to the Workplace	25
Global Implications	27
Implications for Managers	30
Chapter 3 Individual Perception and Decision-Making	32
What Is Perception?	32
Person Perception: Making Judgments About Others	33
The Link Between Perception and Individual Decision Making	36
Decision Making in Organizations	37
Organizational Constraints on Decision Making	40
What About Ethics in Decision Making?	41

	Global Implications	44	
	Implications for Managers	45	
Chapter 4	Job Attitudes	47	
	Attitudes	47	
	Job Satisfaction	53	
	Global Implications	60	
	Implications for Managers	61	
Chapter 5	Motivation I: Basic Concepts	62	
	Defining Motivation	62	
	Early Theories of Motivation	63	
	Contemporary Theories of Motivation	67	
	Global Implications	78	
	Implications for Managers	79	
Chapter 6	Motivation II: Applied Concepts	80	
	Motivating by Changing the Nature of the Work Environment	80	
	Employee Involvement	87	
	Using Rewards to Motivate Employees	88	
	Global Implications	93	
	Implications for Managers	94	
Chapter 7	Moods, Emotions and Organizational Behavior	96	
	What Are Emotions and Moods?	97	
	Emotional Labor	103	
	Emotional Intelligence	104	
	OB Applications of Emotions and Moods	106	
	Global Implications	110	
	Implications for Managers	111	
Part III	GROUPS IN THE ORGANIZATION	112	
Chapter 8	Groups	112	
	Defining and Classifying Groups	112	

Stages of Group Development	114
Group Properties: Roles, Norms, Status, Size, and Cohesiveness	115
Group Decision Making	122
Global Implications	126
Implications for Managers	127

Chapter 9 Teams 129

Why Have Teams Become So Popular?	129
Differences Between Groups and Teams	130
Types of Teams	131
Turning Individuals into Team Players	139
Beware! Teams Aren't Always the Answer	140
Global Implications	140
Implications for Managers	141

Chapter 10 Communication Processes 143

The Communication Process	143
Direction of Communication	144
Interpersonal Communication	146
Organizational Communication	148
Barriers to Effective Communication	154
Global Implications	156
Implications for Managers	158

Chapter 11 Leadership 159

What Is Leadership?	159
Traditional Theories of Leadership	160
Contemporary Approaches to Leadership	167
Authentic Leadership: Are Ethics the Foundation of Leadership?	173
Challenges to the Leadership Construct	175
Finding and Creating Effective Leaders	176
Global Implications	178

	Implications for Managers	179
Chapter 12	Power and Politics	181
	A Definition of <i>Power</i>	181
	Contrasting Leadership and Power	182
	Bases of Power	182
	Power Tactics	183
	Politics: Power In Action	185
	Causes and Consequences of Political Behavior	186
	The Ethics of Behaving Politically	192
	Global Implications	192
	Implications for Managers	193
Chapter 13	Conflict and Negotiations	194
	A Definition of Conflict	194
	Transitions in Conflict Thought	195
	The Conflict Process	196
	Negotiation	201
	Global Implications	208
	Implications for Managers	209
Part IV	THE ORGANIZATION SYSTEM	212
Chapter 14	Structure and Organizational Behavior	212
	What Is Organizational Structure?	212
	Common Organizational Designs	218
	New Design Options	221
	Why Do Structures Differ?	223
	Organizational Designs and Employee Behavior	226
	Global Implications	227
	Implications for Managers	228
Chapter 15	Organizational Culture	230
	What Is Organizational Culture?	231