

Organizational Behavior

Did you ever notice that most textbooks are boring? Me too! Maybe that's the way it has to be in subjects like calculus or geology. But it certainly doesn't have to be true in a text books on organizational behavior. Why? Because organizational behavior (OB) is concerned with understanding the behavior of people at work. Since almost all of us are interatest in human behavior and expect to work at least part of our adult lives, OB has the potential to be a very interesting and relevant subject.

When the first edition of this text came to life, in the late 1970s, i was determined to write a book that would capture the excitement of the OB discipline. Based on responses from students to that first and subsequent editions, i think I've achieved those objective. In the following pages, i'll tell you a bit about this book and why you will find it interseting and relevant. Let me begin by explaining to you why it's organized as it is.

