



# Behavior in Organizations: Understanding and Managing the Human Side of Work (8th Edition)

By Jerald Greenberg, Robert A. Baron

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**Behavior in Organizations: Understanding and Managing the Human Side of Work (8th Edition)** By Jerald Greenberg, Robert A. Baron

for undergraduate and graduate courses in Organizational Behavior and Organizational Psychology in Management and Psychology departments. This text takes a balanced approach to Organizational Behavior by blending theory, practice and research, including classic and contemporary concepts and integrating skills coverage. Each chapter is framed by 2 cases.

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### Editorial Review

#### From the Publisher

This book provides future managers with basic information about human beings and their behavior within the context of a business environment. It includes such issues as how to motivate people, how to give them feedback on their performance, how to influence them, and how to help them cope with stress. By examining the factors that contribute to an ever-changing business world, it will teach tomorrow's managers to develop, train, and motivate high-performance employees in a world of constant change.

#### From the Back Cover

#### **Organizational Behavior: The Ultimate Reality Show**

Three years ago, when the previous edition of this book was published, Enron and WorldCom were successful and highly acclaimed companies, involvement in a dot-com was an assured path to riches, and September 11 was just a date on the calendar. Today, that's all changed. In a very short time, it's become a different world, especially the business world. Companies that once moved "from bricks to clicks" today are returning to bricks, but are keeping the clicks as well. Many organizations that downsized in a sagging economy subsequently rehired employees, only to downsize once more. And, workplaces that used to be considered safe havens from the uncertainties of a sometimes-evil world, today are considered far more vulnerable than ever.

Because the field of OB is constantly adjusting to reality, we think of it—and this book—as "the ultimate reality show." As in the TV show, *Survivor*, only the most adaptable individuals and teams in the workplace can be expected to make it to tomorrow. And, as in the TV show, *Big Brother*, relationships with other people also hold the key to success at work. Finally, just as winners in these television programs stand to receive large sums of money and are likely to enjoy the experience of playing the game, so too do employers and employees benefit financially and personally when they have mastered OB. Unlike these so-called reality shows, with their carefully scripted scenarios and meticulously chosen casts, however, behavior in organizations *is* reality. Its effects are ongoing and profound. And this is why we consider it to be "the ultimate" in reality, and why we put so much care into preparing this book.

### Topic Coverage: Old and New

You would not have a serious OB book without paying attention to Weber's concept of bureaucracy, Maslow's need hierarchy theory, and dozens of other classic theories and studies. Such works are to be found on these pages. Competing for space are an equal number of more contemporary approaches to OB that also have received our attention. Consider, for example, just a few of the many new topics covered in this book:

Ethics audits, corporate social responsibility, e-training, Chief Knowledge Officer, successful intelligence, emoticons, organizational compassion, religious intolerance, cyber-venting and much more!

### About the Author

Jerald Greenberg is Abramowitz Professor of Business Ethics at The Ohio State University. His most recent publication is the seventh edition of "Behavior in Organizations." Russell Cropanzano is Associate Professor

and Industrial/Organizational Section Coordinator in the Department of Psychology at Colorado State University.

Robert A. Baron is the Dean R. Wellington Professor of Management and Professor of Psychology; Ph.D., University of Iowa. He recently completed terms of office as Interim Dean and Interim Director of the Severino Center for Technological Entrepreneurship (2001-2002). Prof. Baron has held faculty appointments at Purdue University, the University of Minnesota, University of Texas, University of South Carolina, University of Washington, and Princeton University. In 1982 he was a Visiting Fellow at Oxford University. He is the author or co-author of more than forty books in the fields of management and psychology, including *Behavior in Organizations* (8th ed.), *Social Psychology* (10th ed.).

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