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***Organizational  
Behaviour David  
Buchanan Huczynski***

**"Our target readers are  
students who are new to the**

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**social sciences and to the study of organizational behaviour. This is a core subject on most business and management degree, diploma and masters programmes.**

**Accountants, architects,**

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**bankers, computer scientists,  
doctors, engineers, hoteliers,  
nurses, surveyors, teachers  
and other specialists, who  
have no background in social  
science, may find themselves  
studying organizational**

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**behaviour as part of their professional examination schemes"--**

**"Alan Coppin is a rare individual. His experience and insight span private and public sectors, charities, and the**

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**Armed Forces. The vital importance of human capital is the thread which has bound all this together. His book is a rich gold mine of data, research, wisdom and anecdote." —Sir Gerry**

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**Grimstone, chairman of  
Standard Life, deputy  
chairman of Barclays, non-  
executive director of Deloitte  
and lead non-executive  
director at the Ministry of  
Defence In this new book Alan**

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**Coppin, a leader with extensive cross-sector experience, draws on discussions with leaders in the public and private sectors, as well as from charities, the military and trade unions to**

**offer you the ideas and practical applications that have proved effective in ensuring human capital is properly valued and managed. Most business decisions are based on lag data – historical**



**reporting of what happened last month, last quarter or last year. It's solid, real and comforting. Unfortunately, it's also not a very good indicator of what might happen next. The best lead data –**

**information with genuine predictive power – comes from understanding your people and what they can deliver. All major organizations claim that people are their greatest asset and yet, at the first sign of**

**problems, the first action they take is to fire people. Why, because employees are also an organisation's biggest liability in terms of cost – and their cost is much easier to quantify than their value. But,**

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**like any asset, human capital will only deliver its full value if it is properly understood, measured and managed. The author offers you the tools you need to take the issue beyond the HR department and satisfy**

**the number crunchers in the boardroom. With their help, you can make human capital part of the normal financial metrics essential to running a successful organisation. Isn't it time you understood and**

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**managed the metrics that can predict your organization's future rather than relying on those that simply report on its past?**

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**textbook offers valuable insight into contemporary management practices and encourages readers to reflect on the realities of the workplace. Work and Organizational Behaviour**

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**takes a unique and well-rounded approach, exploring key theories and topics through the lenses of sociology, psychology, ethics and sustainability. Firmly embedded in the latest**

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**research and the wider  
geopolitical environment, this  
new edition places OB in the  
context of climate change, the  
rise of unstable working  
conditions and the impact of  
new technologies. A strong**

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**suite of pedagogy supports student learning, demonstrating key theories in action and preparing readers for the real world of work.**

**Cases and features illustrate contemporary organizational**

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**practices and their impact  
across the world, in a range of  
industries. With streamlined  
content, an improved  
structure, and an enhanced  
focus on leadership, Work and  
Organizational Behaviour is an**

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**essential companion for OB  
modules at undergraduate,  
postgraduate and MBA levels.  
New to this Edition: - New  
chapters on 'Work and the gig  
economy' and 'Human  
resource management' - New**

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**decision making scenarios  
helping readers to develop  
practical leadership skills -  
200+ new references to recent  
academic literature - Inclusion  
of important contemporary  
topics, including Covid-19 and**

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**the gig economy - Coverage of new technologies, including the impact of AI, robots, remote working and big data - Increased coverage of corporate social responsibility and ethics - New end of**

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**chapter cases, Reality of Work  
features and Globalization and  
Organization Behaviour  
features**

**Understanding Organizational  
Culture**

**Organizational Behaviour: an**

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**Introductory Text with**

**Organizational Theory**

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**instructors here 'With his usual  
engaging and inimitable style, Mats  
Alvesson takes the reader on a riveting  
journey through the diverse ways in  
which culture itself can be understood  
and how these powerfully inform  
organizational life.' - Blake E. Ashforth,  
Arizona State University**

*Page 25/150*

**'Understanding Organizational Culture communicates complex ideas in a manner that will illuminate for those who are less familiar with the concepts discussed, as well as providing a depth and critique of interest to those familiar with the topics.' - Claire Valentin, The University of Edinburgh Unlike**

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**prescriptive books about organizations, Understanding Organizational Culture challenges and provokes the reader to think critically. It provides an insight into organizational culture, aided by numerous empirical illustrations from ethnographic studies that develop and illustrate how cultural thinking can be**

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**of organizational culture are synthesized for the reader by drawing upon the range of relevant literature within organization studies.**

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*president, and focuses on the sources of his authority and achievement. It reveals his political talents and serious moral purpose but shows, too, how in pursuing office he depended on public opinion and the machinery of party. As war leader, he saw the limits as well as the possibilities of power, and looked*

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*beyond the government to other engines of support, including the churches, the humanitarian agencies and the volunteer Union army.*

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**of course their expectations  
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**examples and case studies,  
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**and change management. It also covers complexity models, agile approaches, and stakeholder management along with cultural sensitivity and what to do when cultures collide.**

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succeed by merely  
tweaking management  
practices that led to  
past success. And yet,  
while many leaders and  
managers recognize the**

**threat from digital--and  
the potential  
opportunity--they lack a  
common language and  
compelling framework to  
help them assess it and  
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authors find that  
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chains to digital  
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fuzzy understanding of  
the needs of end  
customers to a sharper**

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that help managers and  
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business landscape and**

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behaviour in  
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challenge current  
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