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HUMAN ENGINEERING SERIES OF TEXTBOOKS: INDUSTRIAL PSYCHOLOGY(CHINESE EDITION)



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 Pages: 305 Language: Chinese in Publisher: Dalian University of Technology Press. accompanied by the integration of the global economy, the financial capital era. In this wave of globalization process, the Western countries have been the transition from industrial capitalism (or manufacturing sector capitalism) to financial capitalism. With the globalization of the industry chain, half of capitalism has shifted from industry to finance. However, the financial sector does not generate employment, the financial capital of the organization, only the boss and a small amount of technical control personnel (such as financial engineering staff), and no longer need a large number of employees employed in traditional industries and the traditional financial sector. This is a serious crisis to the governance of the Inter-governmental organizations, workers' rights and interests protection, and industrial knowledge heritage behavioral science on which the industrial base is being shaken. Human engineering series of textbooks: Industrial Psychology the clear behavioral science knowledge and technology system of traditional industrial industry background, called industrial organizational behavior or Industrial Psychology, when appropriate, and then known as the industrial organization psychological and behavioral. Contents: Chapter industrial psychology and its history overview, and industrial organizations, management and managers Industry Management Psychology IV. Management Psychology and Industrial Psychology 5. the evolution of the first section of the Industrial Management Psychology Management Psychology and Behavioral Science VI. management psychology and organizational behavior seven industrial psychology New Vision Section II Hawthorne trial, Hawthorne experiment 2. Hawthorne test the impact of the third quarter of Managerial Psychology research methods and technology, scientific ideas, design orientation of the research program to study specific review to ponder questions Chapter II social perception and decision-making...



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