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Organizational behavior (OB) is the study of human behavior in organizational settings, how ... management, however, classical organization theory played a major role in the development of management thought, and Weber'' ideas and the concepts associated with his bureaucratic

UNDERSTANDING AND MANAGING ORGANIZATIONAL BEHAVIOR

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All businesses have an internal culture that is unique to their company. In the field of Organizational Behavior, researchers have found that scientific approaches can be applied to personnel management to bring out the best in employees and improve the overall success of an organization.

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Consumer behavior is the study of how people respond to products and services, followed by their marketing and selling. It's of huge importance to managers because the focus on consumers is the key contributor to the marketing of business practice.

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