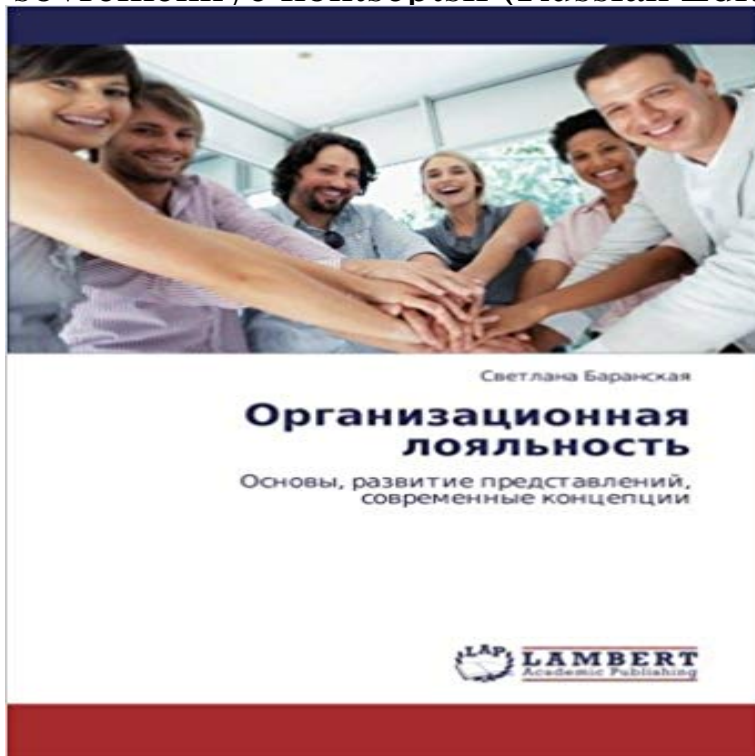


Organizatsionnaya loylnost: Osnovy, razvitie predstavleniy, sovremennye kontseptsii (Russian Edition)



Organizatsionnaya loylnost - odna iz naibolee aktualnykh i slozhnykh problem psikhologii menedzhmenta. Ot vozmozhnostey eye resheniya zavisyat effektivnost raboty organizatsii, perspektivy razvitiya i rosta, bezopasnost i konkurentosposobnost kompanii. Dannaya kniga podrobno i dostupno raskryvaet sodержanie ponyatiya organizatsionnoy loylnosti, predstavlyayet polnyy analiz sovremennykh kontseptsiy i sodержit prakticheskie rekomendatsii po upravleniyu loylnostyu sotrudnikov. Osnovnoe vnimanie udelyaetsya naimenee predstavlenym v literature temam: smyslovomu i kross-kulturnomu analizu ponyatiya, naibolee chastym oshibkam teoreticheskikh i prakticheskikh issledovaniy loylnosti. Predstavlenyy v knige podkhod dayet novoe predstavlenie ob osnovakh organizatsionnoy loylnosti, sushchestvenno dopolnyaet, rasshiryayet i sistematziruuet sovremennye vzglyady na problemy predannosti i blagonadyezhnosti personala. Kniga adresovana studentam, aspirantam i prepodavatelyam spetsialnosti psikhologiya menedzhmenta i smezhnykh spetsialnostey, rukovoditelyam organizatsiy i rabotnikam sluzhby personala, menedzheram-praktikam.

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