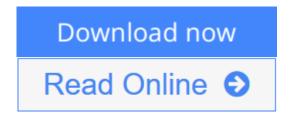


The Maslow Business Reader

By Abraham H. Maslow



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Includes Original Essays & Letters

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In a world in which each new day brings a new management theory or strategic proposition, the timeless ideas of Abraham Maslow resonate with unimpeachable insight and clarity. Dr. Maslow, the pioneer behind elemental concepts including the hierarchy of needs and the human search for self-actualization, innately understood that the goals and passions that so impact humans in their everyday life could be just as applicable-and his own findings just as valuable-in the work environment.

The Maslow Business Reader collects Maslow's essays and letters for his many devoted adherents, and introduces his published and unpublished works to readers unfamiliar with Maslow's management breakthroughs. From recognizing and warning against management's natural progression to mechanize the human organization to brilliant discussions of human motivation, Dr. Maslow never fails to instantly recognize the heart and soul of each matter and provide direct, across-the-board solutions.

Abraham Maslow's contributions to behavioral science shine on every page. In notes and articles, as well as personal letters to icons B. F. Skinner, John D. Rockefeller II, and others, The Maslow Business Reader provides his outlook on: * Management and leadership issues such as customer loyalty, entrepreneurship, and the importance of communication

* Ways to build a work environment conducive to creativity, innovation, and maximized individual contributions

* Techniques for finding comfort in change and ambiguity, and using them to spur creativity and innovation

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An important analysis of workplace motivation-from the twentieth century's most influential behavioral expert

Abraham Maslow is renowned-and rightfully so-for his pioneering work on the hierarchy of needs and the human drive for self-actualization. As today's worker increasingly equates professional success with personal satisfaction and fulfillment, Dr. Maslow's words and ideas have become recognized for their wisdom and prescience on performance improvement and management/employee relationships.

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Editorial Review

From the Inside Flap

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From the Back Cover

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About the Author

The late ABRAHAM H. MASLOW is the world's most widely renowned expert on human behavior and motivation. Dr. Maslow has contributed seminal works to the literature of business, applying his ideas on human behavior, personality, and motivation to the workforce.

DEBORAH C. STEPHENS is the co-founder of the Center for Innovative Leadership. She is the coauthor of One Size Fits One and Douglas McGregor, Revisited and the collaborator on Maslow on Management.

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