



The Maslow Business Reader

By Abraham H. Maslow

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Includes Original Essays & Letters

"The more evolved and psychologically healthy people get, the more will enlightened management policy be necessary in order to survive in competition and the more handicapped will be an enterprise with an authoritarian policy."- Abraham Maslow

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.

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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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lead to a greater understanding of the twenty-first-century workplace-and the workers who call it home.

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.

Users Review

From reader reviews:

Mark McCarver:

This The Maslow Business Reader book is simply not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is actually information inside this guide incredible fresh, you will get info which is getting deeper a person read a lot of information you will get. That The Maslow Business Reader without we know teach the one who reading it become critical in contemplating and analyzing. Don't be worry The Maslow Business Reader can bring any time you are and not make your

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Gene Lyons:

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