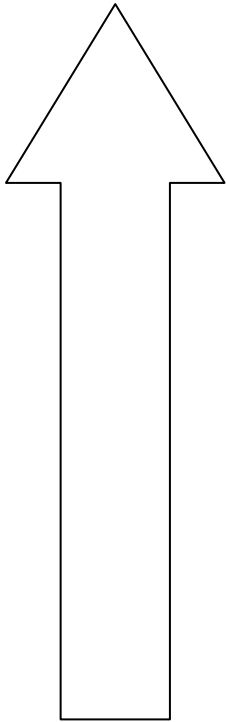
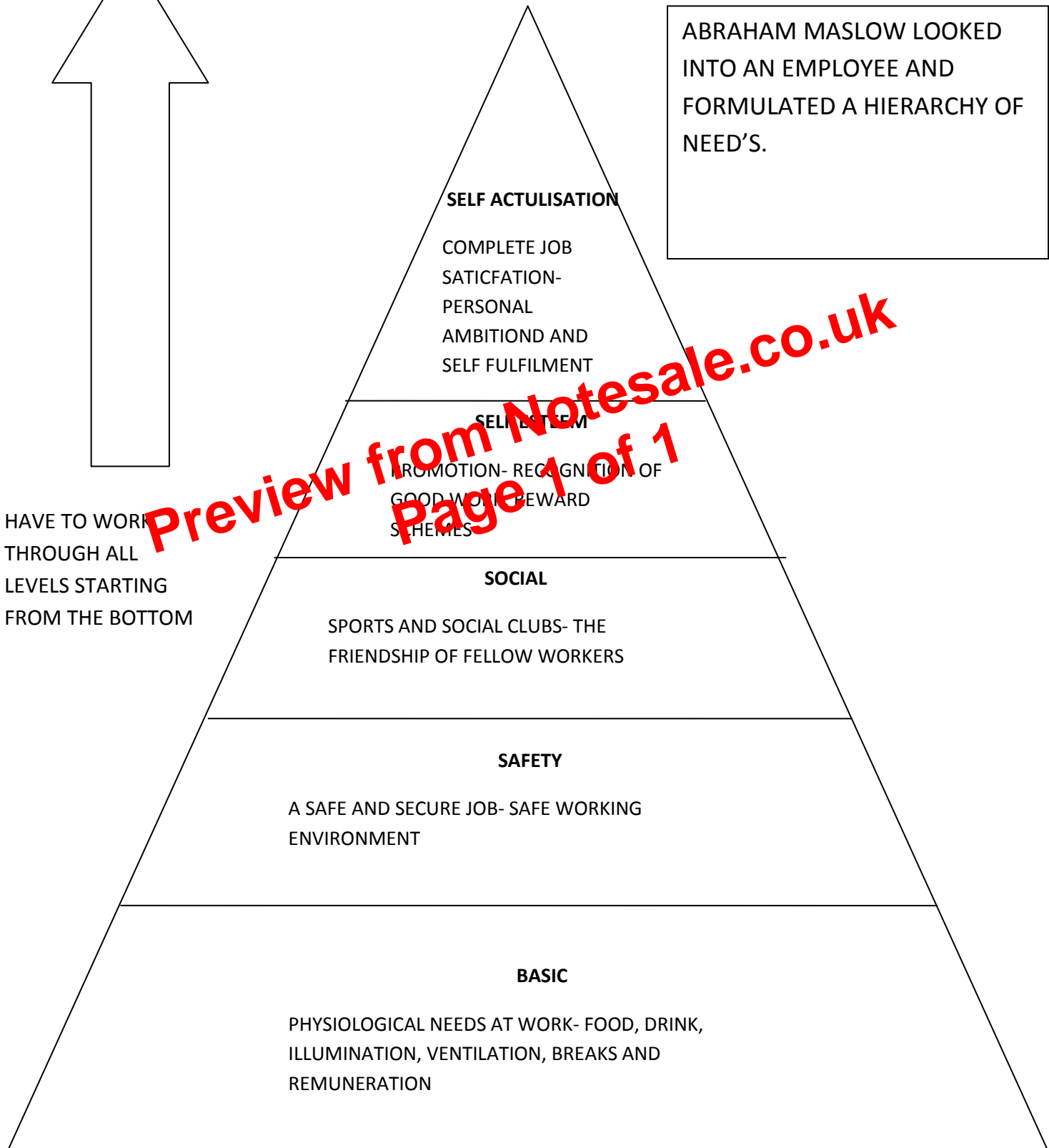


MOTIVATION THEORY

HUMAN RELATIONS & CONTENT THEORIES CONSIDER THE FIRM AS A SOCIAL ENVIRONMENT AND THEN LOOK AT THE EMPLOYEES NEED WITHIN THAT CONTEXT.



ABRAHAM MASLOW LOOKED INTO AN EMPLOYEE AND FORMULATED A HIERARCHY OF NEED'S.



HAVE TO WORK THROUGH ALL LEVELS STARTING FROM THE BOTTOM

Preview from Notesale.co.uk
Page 1 of 1