

Alok Anand

Organizational Behaviour

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ABOUT THE BOOK

The effort in this text has been to articulate and systematize the basic concepts of Organizational Behaviour in a simple and easy to understand style, is hoped that it would be of immense benefit to not only the students but also the practicing manager.

A comprehensive introduction has been provided about each topic covered. It is primarily a student oriented text book, as it satisfies the syllabus for Semester V, University of Delhi. Study aids such as tables, charts and day to day examples have been liberally used in an understanding format.

ABOUT THE AUTHOR

Alok Anand is working as an Assistant Professor at Bharati College, University of Delhi. He completed his graduation in 1989 and his post graduation in 2004. He has a blended experience of more than 22 years in corporate and academics. He has taught at the undergraduate and post graduate levels in the past.

He has also authored two books: Entrepreneurship and Small Business and Services Marketing. His areas of interest are Entrepreneurship, Human Resources and Marketing.

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