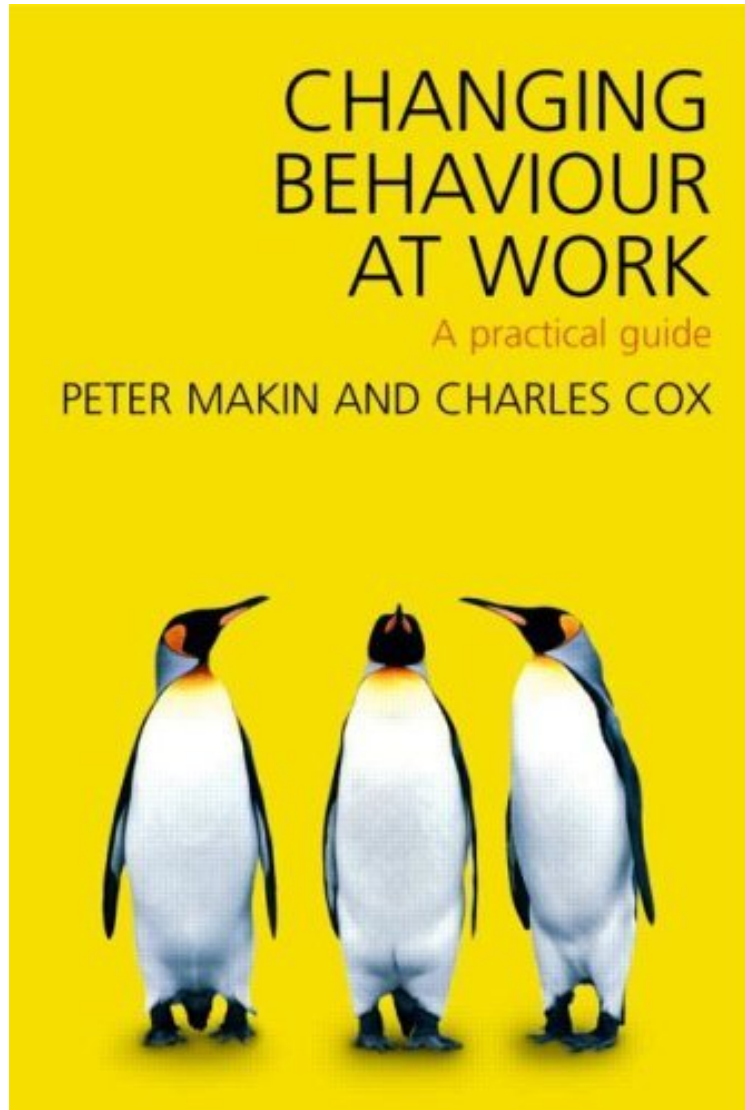


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## Changing Behaviour at Work: A Practical Guide

*Charles J. Cox, Peter J. Makin*

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Problems with costs, quality, productivity and attendance, primarily stem from bad behavioural patterns encouraged within the organization. To prevent and manage these problems, a behavioural approach to managing people is often the most effective. This dynamic textbook illustrates how behaviour analysis theory can be used to alter how people behave in the workplace. It takes a highly practical look at management strategies, showing how managers can

identify, measure and analyze undesirable behaviour. Using real life case study examples to show the implementation of effective change strategies, the authors investigate a range of situations from behavioural self-management, to changing the behaviour of large groups. Topics covered include: history of behavioural theory and psychology, traditional approaches to management, self-management, managing groups, organizational level management. Providing a theoretically grounded yet highly practical perspective, this significant textbook is an essential purchase for all those seeking to understand how to manage people and organizations more effectively.