



Organizational Behavior: Securing Competitive Advantage

By John A. Wagner III, John R. Hollenbeck

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Although the management of organizational behavior's importance should be evident, students often don't take the course that seriously. One common student response is that organizational behavior is nothing more than common sense. The field of organizational behavior is a valuable source of practical insight that managers can use to improve the workings of their own firms and to thrive where others might fail. Other textbook authors have avoided deep coverage and failed to build any sense of challenge.

John Wagner and John Hollenbeck avoid these pitfalls and challenge students on many levels. They have made the key connection between theory and practice and understand students can excel when challenged to learn something meaningful. *Organizational Behavior* is written to motivate exceptional student performance. The content requires the student to think and take seriously organizational behavior and why its importance is one of the keys to securing competitive advantage.

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