

Chapter (1) Introduction to organizational Behavior The key to profits, productivity, innovation, and real organizational learning ultimately lies in managing people. Management is coordinating and overseeing the work activities of others so their activities are completed efficiently and effectively. Power of human resources, globalism, culturally diverse, rapidity of change, and technology must be understood and leveraged. Organizations that have recognized these forces are working to channel their managerial talents to accomplish goals by using their knowledge about each of six major forces. A number of forces are reshaping the nature of managing within organizations. Management is what managers do. It's obvious that managers work in organizations. They are concerned by both; effectiveness and efficiency.