

Sociology for Business: A Practical Approach



This textbook covers the whole field of sociology in a way geared to the practical needs of business. The author starts by asking how sociology can assist managers and employees, and moves on to develop a sociological view of business and society. The book discusses the social context of business and includes case studies from Britain, the USA, Germany and Japan. It includes chapters on the nature of work and industrial relations, containing material on the sociology of trade unions, the sociology of strikes and work-place democracy. The work also focuses on people and organizations, explaining key terms in organizational theory, the theory of the firm, work motivation, alienation and poor morale. The book has further material on changing occupational structures and business enterprises of the future, and there are questions, case study and project material at the end of each chapter.

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