



Organization Development: Behavioral Science Interventions for Organization Improvement,6th Edition

Wendell L. French, Cecil H. Bell

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Appropriate for courses in Organization Development, this new edition explores the improvement of organizations through planned, systematic, long-range efforts focused on the organization's culture and its human and social processes. The authors present a concise and comprehensive exposition of the theory, practice, and research related to organization development. The Sixth Edition reflects the most recent developments, advances and expansions, and research in the area of OD. **KEY TOPICS:** Adds and updates new material to provide the most current information available. Strengthens coverage by adding new interventions and new material. Offers a more lively tone and writing style. Emphasizes the everchanging paradigms in OD theory and describes several new and important interventions in considerable detail. Sets discussions in the rapidly-evolving contexts of globalization, intensified competition and collaboration, Total Quality Management (TQM) and large-scale organizational change. Provides excellent coverage of the organization and its dynamics for managers and professionals.

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