



Maslows hierarchy of needs. An introduction

By Kevin John McGuire

GRIN Verlag GmbH. Paperback. Book Condition: New. This item is printed on demand. Paperback. 20 pages. Dimensions: 8.2in. x 5.8in. x 0.4in. Scholarly Research paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 3, University of applied sciences, Munich, language: English, abstract: It would appear that the discussion of methods to motivate employees has become a never-ending topic under those responsible for company personnel. The question of how to get employees fully engaged with the goals of the company appears to remain a central issue in human resource management. The difficulty might be in the continuing adjustment necessary in a changing company. Keeping the employees involved in the frequently changing goals is more important than ever before in company management. Sustained success of the company is only possible when the workers are included in the strategic planning. But what means are available in the modern workplace to ensure that the employees remain satisfied and motivated One can consider Abraham Maslows Hierarchy of Needs, which was developed in the 40s and 50s in the USA. His theory remains valid today for understanding human motivation, management training and personal development. Indeed, Maslows ideas surrounding the...



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