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He taught for 30 years at the University of Washington Graduate School of Business, Department of Management and Organization. He is the author of numerous publications and the co-author of a well-known book in his field of study, Organization Development: Behavioral Science Interventions for Organization Improvement.

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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.

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Organization Development: Behavioral Science Interventions for Organization Improvement Wendell L. French , Cecil Bell Prentice-Hall , 1973 - Management - 207 pages

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Organization Development: Behavioral Science Interventions ...

OD interventions are aimed at different levels of the organization: individual, group, organization and trans-organization (for example different offices of the organization around the globe; or between organization and its suppliers, customers, etc.) THREE BASIC APPROACHES TO ORGANIZATION CHANGE 1. Structural 2. Technical 3.

ORGANIZATIONAL DEVELOPMENT (OD) INTERVENTIONS

by David Marshall. August 18, 2017. Organization development (OD) is an interdisciplinary and primarily behavioral science approach that draws from such fields as organization behavior, management, business, psychology, sociology, anthropology, economics, education, counseling, and public administration. A primary, though not exclusive, goal of OD is to improve organizational effectiveness.

What is Organization Development?

Organization development is the study of successful organizational change and performance. OD emerged from human relations studies in the 1930s, during which psychologists realized that organizational structures and processes influence worker behavior and motivation. More recently, work on OD has expanded to focus on aligning organizations with their rapidly changing and complex environments through organizational learning, knowledge management and transformation of organizational norms and valu

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