



Managing Organizational Behavior in the African Context

David B. Zoogah, Constant D. Beugré

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Managing Organizational Behavior in an African Context discusses management and organization science theories as they apply within the social, cultural and economic contexts in which organizations operate in Africa. The first organizational behavior book to cover the entire continent, it uses the findings of OB studies to establish a conceptual foundation, then explores how those topics apply in Africa's unique business environment. This integrative framework allows students and scholars to connect organizational phenomena in Africa with those in other parts of the globe. Illustrative examples, mini-cases, and self-assessment exercises all based on Africa-specific sectors, industries, and organizations round out this foundational guide to the OB field in Africa.



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