# Contents

17

### PART ONE: INTRODUCTION TO INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY 1

1. Fields of industrial and organizational psychology 3

2. Research: the foundation of industrial and organizational psychology

#### PART TWO: ORGANIZATIONAL PSYCHOLOGY 37

- 3. Why men work 39
- 4. Attitudes toward work **76** 
  - 5. Organization of work 108
- 6. Management and supervision 139

### PART THREE: PERSONNEL PSYCHOLOGY 181

- 7. Individual and job worth 183
- 8. Appraising employee performance by merit ratings 210

9.	Assessment of aptitude and ability	243
----	------------------------------------	-----

- 10. Assessment of interests and personality 280
  - 11. Integrating information for personnel selection and placement 310
    - 12. Training in industry 349

#### PART FOUR: THE WORK PLACE AND THE WORKER 383

13. Engineering psychology 385

14. Psychological and physiological costs of work 435

15. Accident behavior 464

## PART FIVE: MAN AND THE MARKET PLACE 495

- 16. Consumer psychology 497
- 17. Advertising and selling 525

## PART SIX: RECENT CONCERNS OF INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY 543

- 18. The multinational organization: a behavioral perspective 545
- 19. Industrial/organizational psychology and public policy 564
  - Bibliography 585
    - Index 653