

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series)

From Routledge

Download Read Online

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge

Decision making plays a major role in virtually every theory of organizational behavior. However, decision theory has not provided organizational theorists with useful descriptions of how decisions are made, either by individuals or by individuals in organizations. The earliest offering came from economics in the form of the "normative" rational view of decision making. The underlying presumption was that decision makers are all striving to maximize return or minimize loss, that decisions are based upon unlimited information, and that they have the capacity to use the information efficiently. They know the options open to them and the consequences of pursuing one or another of those options. The optimal course of action is revealed by applying the appropriate analysis and choosing the most profitable option. The key concepts are rationality, analysis, orderliness, and maximization, and even a moment's thought demonstrates the gap between these concepts and real-life experience. From the viewpoint of organizational theory, the primary problem with the normative view of decision making, and by analogy with much behavioral decision research, is its reliance on the "gamble metaphor." That is, decisions are characterized as gambles in an effort to capture the inherent risk. This metaphor has the advantage of simplicity, but it is a flawed simplicity.

This book is about a different kind of behavioral theory -- image theory. It is a psychological theory of decision making that abandons the gamble metaphor and the normative logic that the metaphor supports. Instead it sees decision making as guided by the beliefs and values that the decision maker, or a community of decision makers, holds to be relevant to the decision at hand. These beliefs and values dictate the goals of the decision. The point is to craft a course of action that will achieve these goals without interfering with the pursuit of other goals. The book begins with an overview of image theory that outlines the basic concepts of the theory and a little of its history. The next two parts correspond to the theory's two decision mechanisms, the compatibility test and the profitability test. The final section contains extensions and developments of the theory as well as cognate ideas that have their basis in the theory. This book's purpose is to provide -- in one place -- the theoretical and empirical work that has been done up to now and to suggest directions for future work.

Download Image Theory: Theoretical and Empirical Foundation ...pdf

Read Online Image Theory: Theoretical and Empirical Foundati ...pdf

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series)

From Routledge

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge

Decision making plays a major role in virtually every theory of organizational behavior. However, decision theory has not provided organizational theorists with useful descriptions of how decisions are made, either by individuals or by individuals in organizations. The earliest offering came from economics in the form of the "normative" rational view of decision making. The underlying presumption was that decision makers are all striving to maximize return or minimize loss, that decisions are based upon unlimited information, and that they have the capacity to use the information efficiently. They know the options open to them and the consequences of pursuing one or another of those options. The optimal course of action is revealed by applying the appropriate analysis and choosing the most profitable option. The key concepts are rationality, analysis, orderliness, and maximization, and even a moment's thought demonstrates the gap between these concepts and real-life experience. From the viewpoint of organizational theory, the primary problem with the normative view of decision making, and by analogy with much behavioral decision research, is its reliance on the "gamble metaphor." That is, decisions are characterized as gambles in an effort to capture the inherent risk. This metaphor has the advantage of simplicity, but it is a flawed simplicity.

This book is about a different kind of behavioral theory -- image theory. It is a psychological theory of decision making that abandons the gamble metaphor and the normative logic that the metaphor supports. Instead it sees decision making as guided by the beliefs and values that the decision maker, or a community of decision makers, holds to be relevant to the decision at hand. These beliefs and values dictate the goals of the decision. The point is to craft a course of action that will achieve these goals without interfering with the pursuit of other goals. The book begins with an overview of image theory that outlines the basic concepts of the theory and a little of its history. The next two parts correspond to the theory's two decision mechanisms, the compatibility test and the profitability test. The final section contains extensions and developments of the theory as well as cognate ideas that have their basis in the theory. This book's purpose is to provide -- in one place -- the theoretical and empirical work that has been done up to now and to suggest directions for future work.

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge Bibliography

- Rank: #2304076 in eBooks
- Published on: 1998-01-01
- Released on: 1998-01-01
- Format: Kindle eBook

Download Image Theory: Theoretical and Empirical Foundation ...pdf

Read Online Image Theory: Theoretical and Empirical Foundati ...pdf

Download and Read Free Online Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge

Editorial Review

Users Review

From reader reviews:

Alex Thayer:

Within other case, little men and women like to read book Image Theory: Theoretical and Empirical Foundations (Organization and Management Series). You can choose the best book if you'd prefer reading a book. So long as we know about how is important a new book Image Theory: Theoretical and Empirical Foundations (Organization and Management Series). You can add information and of course you can around the world by just a book. Absolutely right, simply because from book you can realize everything! From your country till foreign or abroad you will find yourself known. About simple point until wonderful thing you may know that. In this era, you can open a book or even searching by internet device. It is called e-book. You can use it when you feel uninterested to go to the library. Let's learn.

Teresa Ealy:

What do you in relation to book? It is not important to you? Or just adding material if you want something to explain what your own problem? How about your extra time? Or are you busy particular person? If you don't have spare time to accomplish others business, it is make you feel bored faster. And you have time? What did you do? Every person has many questions above. They should answer that question due to the fact just their can do that. It said that about book. Book is familiar on every person. Yes, it is suitable. Because start from on jardín de infancia until university need this specific Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) to read.

Wilbert Westerfield:

Do you among people who can't read pleasurable if the sentence chained from the straightway, hold on guys this aren't like that. This Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) book is readable by means of you who hate those straight word style. You will find the details here are arrange for enjoyable studying experience without leaving actually decrease the knowledge that want to give to you. The writer connected with Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) content conveys the idea easily to understand by a lot of people. The printed and e-book are not different in the articles but it just different in the form of it. So , do you even now thinking Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) is not loveable to be your top checklist reading book?

Michael Walsh:

Do you one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Make an effort to pick one book that you never know the inside because don't ascertain book by its deal with may doesn't work is difficult job because you are scared that the inside maybe not because fantastic as in the outside look likes. Maybe you answer is usually Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) why because the wonderful cover that make you consider in regards to the content will not disappoint you. The inside or content is actually fantastic as the outside or perhaps cover. Your reading 6th sense will directly make suggestions to pick up this book.

Download and Read Online Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge #BC2YIPXZ76H

Read Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge for online ebook

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge books to read online.

Online Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge ebook PDF download

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge Doc

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge Mobipocket

Image Theory: Theoretical and Empirical Foundations (Organization and Management Series) From Routledge EPub