



Impression Management Organization (Essential Business Psychology)

Paul Rosenfeld, Robert A. Giacalone

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Impression management is central to our working lives, yet there have been few studies of how individuals manage this aspect of organization. This study looks in detail at the strategies people adopt in different situations and at managers' awareness of them. The book examines: contrasting sets of protective impression management tactics; human resource managers' understanding of impression management; and how differences among people can be measured. The combination of illustrations and case studies involves the reader and challenges previously unconscious conceptions of one's own impression management techniques.

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