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Stock Photo Inc./wacker. Humans are organizational animals; modern life is defined by organizations and corporations. "Everything communicates." —Sergio Zyman, former Chief Marketing Officer, Coca-Cola. We are organizational beings. We go to work, attend college and church, do volunteerWhat Is Organizational Communication? post,Define the concept of organizational behavior (OB). OB is defined as the study of individuals and their behaviors at work. It is a multidisciplinary and multilevel research area that draws from applied psychology, cultural anthropology, communication, and sociology.ONEAbstract 'What is organization?' defines organizations and charts their development, before showing different ways of thinking about

them. Organization is working together in a coordinated way to achieve goals. All social species, such as bees, ants and apes, organize, and humans have done so since prehistoric times.

1. What is organization? - Very Short Introductions

Organization is a combination of humanity and technology. OB is the study and application of knowledge about how people act within the organization. It is a human tool for human benefit.

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2. After studying this chapter, you should be able to:

1. Describe what managers do.
2. Define organizational behavior (OB).
3. Explain the value of

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Until the late 1980s, business school emphasized the technical aspects (economics, accounting, finance)

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immediate financial interests or legal obligations. The view that companies have a contract with society. Adopts the triple bottom line aimed to survive and be profitable in the marketplace (economic), maintaining or improving conditions for society (social), and environmental spheres of sustainability (physical environment).

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