

CHAPTER 3



Perception and attitude formation

LEARNING OBJECTIVES

After studying this chapter and working through the associated Management in Action panels, Employee Perspectives, Discussion Questions and Case Study, you should be able to:

- Describe the processes of perception and attitude formation.
- Explain the links between perception, attitude formation and impression management.
- Understand why employee perceptions and attitudes are difficult for managers to influence.
- Discuss the issues surrounding organizational attempts to shape the perceptions and attitudes of employees.
- Assess the significance of person perception in the behaviour of managers and employees.

