

CHAPTER 4



Personality and individual difference

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:

- Outline the concept of individual difference.
- Describe the major theoretical approaches to the study of personality.
- Understand the strengths and weaknesses of each of the major theories of personality.
- Discuss the basic process involved in the development of psychometric tests.
- Explain the significance of individual difference as a basis for taking decisions relating to people within organizations.

