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The Human Side Of Enterprise

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The Human Side of Enterprise (1960), by Douglas McGregor ...
The Human Side of Enterprise. In the book The Human Side of Enterprise, McGregor identified an approach of creating an environment within which employees are motivated via authoritative direction and control or integration and self-control,

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which he called theory X and theory Y, respectively.

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Douglas McGregor - Wikipedia

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The Human Side of Enterprise is the work that first presented Theory X and Theory Y. These are not management theories; but underlying assumptions about human behaviour. They are also not

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extremes on a continuum - they are mutually exclusive.

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Leslie Dashew, of The Human Side of Enterprise, has been consulting family businesses all over the world for over 40 years.

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The Human Side of Enterprise consists of 3 parts and is in total about 250 pages. I found it a well-written and easy to read book. The first part introduces the concepts of Theory X and Theory Y.

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The human side of economic enterprise today is fashioned from propositions and beliefs such as these. Conventional organization structures, managerial policies, practices, and programs reflect these assumptions. In accomplishing its task with these assumptions as

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guides management has conceived of a range of possibilities between two extremes.

The Human Side of Enterprise

management theorist Douglas McGregor in *The Human Side of Enterprise* (1960). In this book McGregor challenged many of the prevailing managerial assumptions about worker motivation and behaviour.

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