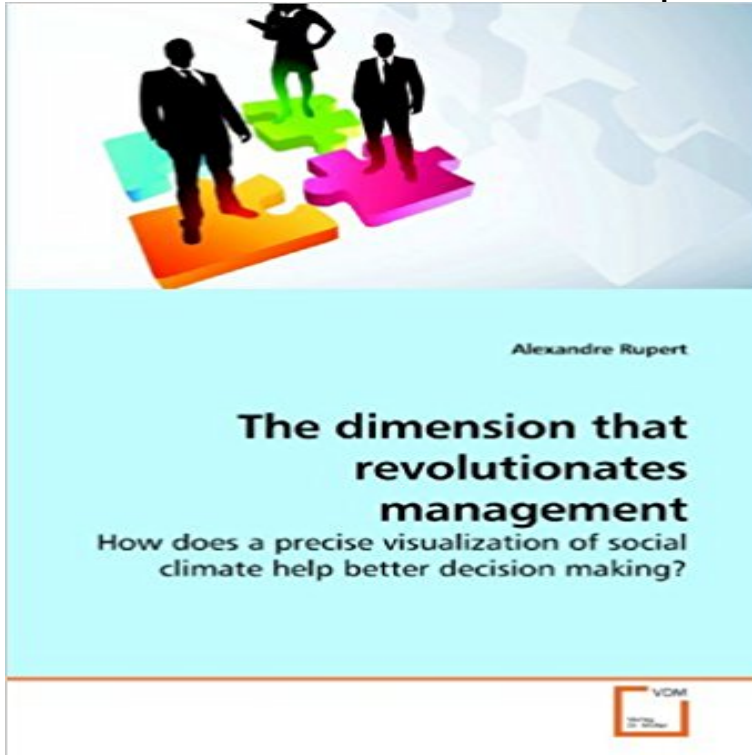


The dimension that revolutionates management: How does a precise visualization of social climate help better decision making?



Matsushita said in a speech to US Managers in 1988: "We will win and you will lose. You cannot do anything about it because your failure is an internal disease. Your companies are based on Taylor's principles. Worse, your heads are taylorized too. (...) For you, management is the art of smoothly transferring the executives' ideas to the workers' hands." This critique of the occidental way of thinking could have put into gear discussions and changes, but it did not. Twenty years after these words, managers make the same mistakes and capitalism has become even more unfair. Why? Probably because the source of the problem is still not clear. The aim of this book is to help the reader better understand how the Human Resource Management (including both human capital and social capital) impacts the performance of the organisation. In order to find out, we present a new empirical model called "The Management Compass". This model builds a bridge between psychology and economy, which make it possible to integrate human factor in the equation of creation of value. It tells us that coupling performance of the organisation and satisfaction of its members is not a paradox.

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