

BUSINESS PSYCHOLOGY

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Business Psychology by Christian D. Larson

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BY
CHRISTIAN D. LARSON

Author of

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FOREWORD.

It is not the purpose of this work to present a complete or extensive study of psychology as applied to the business world; the subject is too large; besides, the majority among practical business men prefer a brief and condensed presentation of the best methods that have been evolved through experiments with business psychology. And it is this preference that has been considered in every chapter.

The practical study of business psychology is of recent origin, but enough has been worked out in this vast field to justify the making of almost any claim for its value that psychology itself declares to be within the bounds of the possible. And this is saying a good deal, because thus far neither limit nor end has been found to the possibilities of the psychological side.

The psychological side is invariably the most important side, and everything has a psychological side. The psychological side of the business world is now recognized by all wide-awake business men, and they all admit with pride, that practically all the great improvements that have recently been made, both in the building of **business** and in the

building of more efficient business men, have sprung directly from the study of business psychology. The study of this subject, therefore, is not a novelty; on the contrary, it has become a necessity.

The business man, however, has very little time for extensive or technical study; a work on business psychology therefore should be directly to the point in every respect, and should present the greatest amount of practical information possible in the least space possible. In the following pages a special effort has been made to comply with this requirement; so that where brevity may seem to be too conspicuous, everybody will know the cause.

Special attention has been given to the possibility of evolving an exact business science, a science which when applied would bring success with a certainty; and the aim has been to permeate every page with the spirit of this possibility, which is fast becoming an actuality—first, that success can be realized by all men of push, enterprise and efficiency, and second, that all those factors in the human mind that produce success, when applied, can be developed and perfected to almost any degree imaginable, which means that greater success can be realized in any field, by those who will pay the price, than has ever been realized before.

No attempt has been made to work out some definite system through which the principles of business psychology might be applied in the various

fields of the commercial and industrial worlds. For again the subject is too large to be treated exhaustively in a single volume. The object, therefore, has been to present as many ideas and methods as space would permit, giving each reader the privilege to evolve his own system—a course that all progressive business men will prefer. And that the application of these ideas will increase decidedly the success of any man is a fact of which we are positively convinced.
