Industrial Morale. Cited at RePEc: 2 + Citations at Google Scholar by the title. Author-name. I. The problem and its significance, II. Some more obvious causes of low morale, III. Prevailing business philosophy as a cause of low industrial morale, IV. Efforts to arouse fear of the management among workers, 44. “Morale: A Modern British History skillfully charts the concept's history as both a disciplinary and political issue. It is meticulously researched and lucidly written, and takes a bold approach to its subject. This powerful and engrossing book is of central importance to the intellectual history of British democracy and the modern state.” - Nicoletta F. Guilleaume, American Historical Review.

“Once upon a time morale was primarily the preserve of military figures concerned with the fitness of Britain's fighting forces. The measurement of industrial morale serves as a barometer to management. If the findings indicate low morale, this must be regarded as a challenge and steps must then be taken to improve it. Four methods have been used at various times to increase industrial morale: 1. Expert approach. 2. Industrial spy. 3. Industrial counsellor. 4. Employee problem approach. These four methods differ, of course, in terms of the degree to which they have been used by industry.”