

# Industrial Morale, 1975, Industrial Relations Section, Princeton University, 1975, John H. Pencavel

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, 40. III. Prevailing business philosophy as a cause of low industrial morale, 41. 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. Gullace, 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. ADVERTISEMENTS: 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.