
CONTENTS

Preface	vii
1 Image Theory, the Unifying Perspective — Lee Roy Beach and Terence R. Mitchell	1
2 Why a New Perspective on Decision Making is Needed — Lee Roy Beach and Raanan Lipshitz	21
3 Job Search and Job Selection — Cynthia Kay Stevens and Lee Roy Beach	33
4 Career Decisions — Cynthia Kay Stevens	49
5 Supervision and Job Satisfaction — Byron L. Bissell and Lee Roy Beach	63
6 Why Employees Quit — Thomas W. Lee	73
7 Audit Decisions — Lee Roy Beach and James R. Frederickson	91
8 Screening of Clients by Audit Firms — Stephen K. Asare	101
9 Organizational Culture and Decision Making — Kristopher A. Weatherly and Lee Roy Beach	117

<u>10</u>	Mitigating Cultural Constraints on Group Decisions Kenneth R. Walsh	133
<u>11</u>	Imagination and Planning Lee Roy Beach, Helmut Jungermann, and Eric E. J. De Bruyn	143
<u>12</u>	Designing Marketing Plans and Communication Strategies Christopher P. Puto and Susan E. Heckler	155
<u>13</u>	Consumer Decisions Involving Social Responsibility Kim A. Nelson	165
<u>14</u>	Image Compatibility and Framing Kenneth J. Dunegan	181
<u>15</u>	Image Theory and Workplace Decisions: Challenges Terry Connolly	197
	Author Index	209
	Subject Index	215