

PSYCHOLOGY FOR BUSINESS EFFICIENCY

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649189823

Psychology for business efficiency by Geo. R. Eastman

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

GEO. R. EASTMAN

**PSYCHOLOGY FOR
BUSINESS
EFFICIENCY**

PSYCHOLOGY
— FOR —
BUSINESS EFFICIENCY

BY

GEO. R. EASTMAN, A. B., A. M.

TEACHER IN STEELE HIGH SCHOOL
SECRETARY OF THE REX FILM RENOVATOR MFG. CO.

AUTHOR OF
PSYCHOLOGY OF SALESMANSHIP
AND
PSYCHOLOGY OF ADVERTISING
(IN PREPARATION)

*Business has increased in efficiency and in honor as a career,
as it has intelligently employed science and art
in the solution of its problems*



R. F. FENNO & COMPANY
16 EAST 17TH STREET, NEW YORK

CONTENTS

FOREWORD	Page
BUSINESS IS CONCERNED WITH PSYCHOLOGY.....	9

PART I

PROCESSES OF THINKING, FEELING AND ACTING.....	11-101
--	--------

CHAPTER I

INTRODUCTION

Mental and Physical Processes.....	17
Subjective and Objective Realms.....	19
Methods of Gaining Psychological Knowledge.....	19
Introspection	19
Experimental Method	20
Knowledge of Minds of Others.....	21
Mind, Soul, and Spirit	22
Definition of Psychology	23
Classification of Conscious Processes	24

CHAPTER II

CONSCIOUS PROCESSES AND BRAIN ACTIVITY.....	26
Habit	27
Forming a New Habit	29
Acquiring Proficiency in a New Line.....	30
Efficiency Experts	31
Replacing Old Habits by New.....	35

CHAPTER III

ASSOCIATION OF MENTAL PROCESSES.....	37
--------------------------------------	----

CONTENTS

Association by Contiguity	37
Process of Acquiring Meaning	39
Association by Similarity	41
CHAPTER IV	
MEMORY	44
Art of Memorizing	52
CHAPTER V	
ASSOCIATION PROCESSES IN EDUCATION.....	56
Process of Learning	56
Meaning or Significance of Things.....	59
Learning Aims to Grasp Significance of Things.....	60
CHAPTER VI	
INTEREST AND ATTENTION.....	66
Practical and Theoretical Interest.....	67
VOLUNTARY AND SPONTANEOUS ATTENTION.....	68
ATTENTION AND FEELING	71
ATTENTION AND SALESMANSHIP	72
ATTENTION DIRECTS MENTAL PROCESSES.....	77
CHAPTER VII	
FOCUS AND MARGIN OF ATTENTION.....	79
EXPECTANT ATTENTION.....	80
CHAPTER VIII	
ACTS OF WILL OR IDEO-MOTOR ACTIVITY.....	83
IMPULSIVE ACTS	84
CONTROL OF IMPULSE	85
ACTS OF WILL INVOLVING DELIBERATION.....	86
CHAPTER IX	
THINKING	88
Test of Truth	96

CONTENTS

5

Judgment and Reasoning	99 —
BELIEF AND ACTION	99
EFFICIENCY AND THE AIMS IN LIFE.....	100

PART II

FACTORS, QUALITIES, AND CONSTITUTION OF CONSCIOUSNESS	102-164
---	---------

CHAPTER X

FUNCTIONS OF CONSCIOUSNESS.....	102
---------------------------------	-----

CHAPTER XI

PREDISPOSITIONS	108
Automatic and Reflex Acts	108
Instincts	108
Enumeration of Predispositions.....	111
Instincts Require Educational Direction.....	117
Modification of Instincts	118

CHAPTER XII

WILL TO LIVE	123
PREDISPOSITION TO SELF-REALIZATION.....	123
IDEAL OF SELF-REALIZATION	124
Classes of Instincts	124
MAN IS A SOCIAL BEING	125
MEANINGS OF INTEREST	127
WHAT IS "AN INTEREST?".....	127
MORAL INTEREST	129

CHAPTER XIII

CLASSIFICATION OF INTERESTS	132
MORALITY—THE MAJOR INTEREST	133
Philanthropy Interest	135
Politico-Legal Interest	135
Family and Home Interest	136

Sociability Interest	137
Health Interest	137
Education Interest	138
Aesthetic Interest	138
Wealth Interest	139
Vocation Interest	140
Work and Need for Recreation.....	143
Play Instinct and The Recreation Interest.....	144
Recreation Interest	146
CORRELATION AND CO-ORDINATION OF INTERESTS.....	149
TEMPERANCE AND DISSIPATION.....	152

CHAPTER XIV

CAUSE, MOTIVE, PURPOSE, INTENTION AND EFFECT.....	153
INTEREST, DESIRE AND AVERSION.....	153
Arousing Desire	155
Arousing Desire Illustrated by Salesmanship.....	156
INTEREST, DESIRE, VALUE, AND PRICE.....	158
STANDARD OF LIVING	160

CHAPTER XV

SOCIAL SERVICE AND WELFARE WORK.....	161
--------------------------------------	-----

PART III

FACTORS AND PROCESSES OF INFLUENCING BEHAVIOR.....	165-260
--	---------

CHAPTER XVI

SUGGESTION	165
TYPICAL WAYS IN WHICH BEHAVIOR IS INFLUENCED.....	166
SUGGESTIVE INFLUENCE ON PHYSIOLOGICAL PROCESSES.....	167
SUGGESTION AS A HEALING AGENT.....	169
AUTO-SUGGESTION	173

CONTENTS 7

CHAPTER XVII

SUBCONSCIOUS INDUCTION	176
SPONTANEOUS IMITATION	180

CHAPTER XVIII

FASHION, A TYPE OF INTENTIONAL IMITATION.....	184
---	-----

CHAPTER XIX

FADS	197
Fads in Shoes	200
INTENTIONAL IMITATION IN TRADITION AND CUSTOM.....	202

CHAPTER XX

HYPNOTISM	204
-----------------	-----

CHAPTER XXI

APPEAL AND SOLICITATION	209
MAKING AN APPEAL EFFECTIVE	210

CHAPTER XXII

SUGGESTIBILITY AND THE ABILITY TO SUGGEST.....	213
--	-----

CHAPTER XXIII

BELIEF AND TRUTH	220
DEMONSTRATED TRUTH	222
FULLY REASONED CHOICE	223

CHAPTER XXIV

RATIONAL SUGGESTION AND RATIONAL IMITATION.....	227
Rational Imitation	227
Suggestion of Authority	231

CONTENTS

CHAPTER XXV

SOLICITATION	233
Factors Determining the Response	234
Corrective Advice	236

CHAPTER XXVI

CREATING GOOD WILL IN BUSINESS.....	238
-------------------------------------	-----

CHAPTER XXVII

TEMPERAMENTAL QUALITIES, DISPOSITION, AND CHARACTER.....	242
--	-----

CHAPTER XXVIII

DEVELOPING CHARACTER AND PERSONALITY.....	246
Success Depends upon Character	246
Self-Confidence	249
Personal Magnetism	251
Leadership	252
Efficiency and Success	252
Personality, the Manifestation of Character.....	253

CHAPTER XXIX

HABIT AND ADAPTABILITY	255
PROGRESSIVISM AND CONSERVATISM	259