

# The importance of psychology in business

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Importance of psychology in business..... I think psychology plays an important role in business there are many ways to utilize psychology in your business... if you have any concept about psychology of human beings it's easy for you to understand the nature of your investor either he is optimistic or pessimistic so at this level you can make him feeling more comfortable while investing in your business. When we are on any job interview it's too much helpful to us knowing psychology. We may observe their expressions either what quality of mine in being appreciated or not.

On the other hand for a professional it's necessary to know about the basics of psychology to develop his/her own attitude towards his/her profession. For example if we are being prepared for a sales department our attitude should be different than in production department. In HR (human resource) department than in mechanical department. so it is not possible for us to develop ourselves as a professional in different of a business firm. We can also motivate our employees to give their best. Psychology helps us in each and every field of life while behaving with human being. Major implementations of human psychology are given as under... Importance of human psychology as employer . We have to deal with human beings as professionals in different segments of our business firms. Importance of human psychology as employee. Our employers, colleagues, Subordinates and immediate bosses they are also human being we also have to cope up with them in our daily business. Importance of human psychology in daily working. In our daily working we have to cope up with different people like customers, dealers contractors, immediate bosses e. t. c and we have to

bring them on one point to show their best here human psychology helps us a lot.