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Alptekin Güney, New Working Paradigms and Attitudes [Yeni çalışma Paradigması ve Tutum]

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Alptekin Güney, *New Working Paradigms and Attitudes [Yeni çalışma Paradigması ve Tutum]*, Beta Publications, 2014, 215 pp. \$13 Hardcover.

By Kerem TOKER[†]

Book Review

Alptekin Güney's book was published in Beta Publishing House in October. The name of the book is *New Working Paradigms and Attitudes*. The book is adapted from his PhD thesis. The author examines the historical background of the topic taking into consideration the changing working conditions.

The causes of changes in working life is revealed by examining these changes impact on the attitudes of employees. This book is one of the first research on working life in Turkey made in this regard.

The book consists of three parts, the first part of the study were collected under the title working paradigms. This section of the book begins with labor relations in pre-industrial society. The transition from pre-industrial society to an industrial society, and then the transition to a post-industrial society are described in detail in a historical perspective.

Working paradigms transformation that have occurred and its impact on the working life transformation is discussed thoroughly by the author in the historical context in question. At the end of this part of the study compared different paradigms of the industrial era and presented a broadly historical background to the reader.

The second part of the study is primarily to address the concept of attitude, and then discusses the factors that influence the attitude of the work of employees. In this context, factors affecting the attitude of the working life is described in detail. Personal factors, social factors, psychological factors and economic factors that have been identified as factors that employees' attitude.

This section is completed by associating working paradigm criteria and employees' attitude. With this method, the study was based on a strong theoretical basis by the author. In the third section the findings from the comprehensive theory has been tested with empirical studies in the Turkish banking sector. First, a questionnaire was formed on the concerning this issue.

Then, the questionnaire was applied to bank officials in Istanbul. The results obtained by empirical studies, were consistent with the theoretical background of the first two sections. In this context, the book is an important contribution to the business sociology and business psychology.

It is difficult to survive in today's highly competitive environment of businesses. Labor is the most important weapon of enterprises under hard competition. The

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Turkish Economic Review

ability of the workers is not sufficient for the success of the business. This ability should be fed with high motivation. Otherwise low-motivated workers may develop a negative attitude towards work. This undesirable situation reduces the productivity of workers in businesses and prevents the reach of economic objectives.

The company understands the importance of the workers should seek ways to satisfy them. In this quest efforts, it is extremely important to be able to search the main reasons of the problem. Otherwise temporary solutions produced for the motivation of workers, it is not possible to go beyond the resource waste.

In this case, managers need to do something to address labor issues is not just a psychological or sociological; should also examine the historical background of these problems. Thus, practical and sustainable solutions produced for labor issues. Güney's book when considered from this perspective, is a seminal quality for business managers.

Of course, the problem cannot be assessed only in terms of worker employers. Workers affected by the socio-economic transformation that is an indisputable fact. Workers should also be correctly identified the reality of working life. They are need of the same historical background about the working paradigms.

Workers' perceptions of their attitudes can only be achieved with a deep intellectual effort. The worker cannot describe exactly working paradigms, will have difficulty in explaining his attitude. So this book helps the reader to establish a relationship between working conditions and behavior. The worker and the employer's intellectual enrichment increases empathy and facilitate the resolution of conflicts. Occurring compromise increases the motivation of workers and the productivity will be affected positively. So there is more need than ever to mutual understanding within the organization.

Taken from the "New Working Pardigms and Attitudes" this context it fills an important gap in the academic literature. Academics, executives and employees can reinforce the ideas on the subject by reading this book. This important issue should be detailed and provide new management tools to businesses. Itself of the developed management tools and techniques to solve problems has been a problem in a dramatic way.

There is a need for new thinking methods of theorists to come out of this impasse. In particular, such as Turkey, each of the three periods (pre-industrial, industrial and post-industrial period) living in a country at the same time produce these dilemmas are important theoretical and practical results. Business stakeholders may have different periods of paradigms at the same time. These paradigms competing with each other, which prevents them to be in harmony the attitude of the workers. To resolve the contradictions experienced more theoretical tools are needed than ever.

Today, the company will be successful when they identify theoretical and practical gap described as above. If businesses are not aware of these gaps will be losing its competitiveness. If neglected the human factor is the most important resources, failure is inevitable.

Likewise, labor who do not know enterprises with different working paradigms will fail to manage their own careers. In addition to all these, different sectors may have different working paradigms. These practical differences make it difficult to manage the relationships. The purpose of Alptekin Güney, reader intensify this complex network of relationships, and he offers a valuable key to the reader to solve this complexity.

This is expected to bring new thinking in the mind of the reader the book is the product of a long-term study. Our wish is to enrich our world of ideas with the author's many research. Work to be done in this axis will increase our knowledge

Turkish Economic Review

and will provide a more peaceful working environment in enterprises. We wish success to Alptekin Güney in the new research and books.



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