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Business Summary

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SUMMARY

Business theories focus upon the organization, the individual, or a synthesis of both. A contingency theory is the best because it recognizes the validity of each of these approaches and raises the question of how each situationally apply to content. Organizational theories focus primarily upon outcomes such as market share, profits, and image. Individual theories center upon outcomes associated with employees and clients. The synthesis is best known as organizational behavior and seeks to blend the two types of outcomes.