

11.15: Introduction to Needs-Based Theories of Motivation

What you'll learn to do: explain needs-based theories of motivation

Several motivational theories state that employee performance and satisfaction is based on how well the company meets the needs of the employee. There are four major theories in the needs-based category: Abraham Maslow's hierarchy of needs, Frederick Herzberg's dual factor theory, Clayton Alderfer's existence-relatedness-growth (ERG) theory, and David McClelland's acquired needs theory.

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