Task

1. Insert cover page
2. Insert table of contents
3. Insert reference list
4. Insert caption and table of figures (Download the image of Maslow’s hierarchy of needs)
5. Change font to Ariel 12
6. Insert page numbers
7. Insert a foot note after (Herzberg, 1966) to indicate that it is a book.
8. Insert header with Aalto logo

Motivation has been the subject of numerous studies during recent decades, but this essay will focus on Maslow’s hierarchy of needs theory (Maslow, 1943) and Herzberg’s two-factor theory (Herzberg, 1966). Their contemporary relevance to the need to motivate employees effectively will be examined critically, given that this can be considered crucial to a firm’s survival in the current economic climate.