



Psychology and industrial efficiency

Hugo Münsterberg

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Hugo Münsterberg (June 1, 1863 – December 16, 1916) was a German-American psychologist. He was one of the pioneers in applied psychology, extending his research and theories to Industrial/Organizational legal, medical, clinical, educational and business settings. Münsterberg encountered immense turmoil with the outbreak of the First World War. Torn between his loyalty to America and his homeland, he often defended Germany's actions, attracting highly contrasting reactions.

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