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AN INDIVIDUAL S SPECIFIC NEEDS ARE ACQUIRED OVER TIME AND ARE SHAPED BY ONE S LIFE EXPERIENCES.'
David McClelland is most noted for describing three types of motivational needs which he identified in his 1961 book "The Achieving Society". McClelland’s Theory of Need for Achievement (N-Ach) sometimes Three Needs Theory or Acquired Needs Theory is one of the theories focusing on human motivation. Need for Achievement theory was published in 1958 by an American psychologist David McClelland.

David McClelland's Acquired Needs Theory is also known as "Human Motivation Theory" "Motivational Needs Theory". It is used to understand the need of employees and create a strategy for the motivating process in the organization.


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‘Need Theory Wikipedia

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