



Gestionando (Spanish Edition)

Henry Mintzberg

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Henry Mintzberg, considerado por The Wall Street Journal como uno de los pensadores más importantes en la gestión, nos ofrece su examen sobre qué hacen los directivos, cómo lo hacen y cómo lo pueden mejorar, basándose en observaciones y experiencias directas con gestores profesionales de diferentes categorías y ámbitos. Este libro muestra con enorme madurez la realidad cotidiana del trabajo directivo, aborda las cuestiones más importantes y analiza cómo afrontar los interrogantes más reiterados. En resumen, se atiende a la intensa dinámica y a la amplísima variedad de este puesto de trabajo, llegando a indicar cómo los gestores pueden llegar a ser más eficaces. Si como dice Mintzberg deberíamos estar viendo a los directores como líderes", "y al liderazgo como la gestión bien practicada , entenderemos que este libro haga inteligible para todos la tarea profesional hoy más exigida.

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