

Luchando con el elefante (Spanish Edition)

Fernando Salazar



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Luchando con el elefante (Spanish Edition) Fernando Salazar

Luchando con el elefante no pretende ser un libro al estilo habitual de los manuales de management o de dirección. Se trata de una obra donde a través de la experiencia del autor se recogen, mediante una serie de ejemplos, algunos de los errores más frecuentes cometidos por el personal directivo. Si bien es una obra centrada en su experiencia dentro del sector público, muchas de las situaciones descritas pueden encontrar perfecto encaje en la empresa privada.

No traten de encontrar grandes mensajes ni directrices, simplemente se trata de un manual para hacer reflexionar a aquellos que tienen personal a su cargo y que en muchas ocasiones no están a la altura de lo esperado.

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