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REINVENTA TU EMPRESA: Claves para activar la capacidad emprendedora corporativa y aprovecharse de ello dentro de tu empresa

By Iván Vilar Estraviz, Genaro Fragueiro Ubeira

Formación Alcalá, España, 2013. Encuadernación de tapa blanda. Book Condition: Nuevo. 24x17cm. 120 pp. Una guía para detectar, reflejar y utilizar la materia prima que vas a encontrar dentro de tu empresa y que te permitirá crear nuevas líneas de negocio, productos o modos de hacer mejor las cosas para poder transformar el talento interno que atesoras en valor. Acepta el reto, nos va mucho en ello. Este libro se centra en un enfoque ¿humanista? de la empresa en línea con el pensamiento de la Knowledge School of Management preconizado por el Profesor Ikujiro Nonaka, cuya contribución en el campo del Management ha sido su trabajo pionero en la gestión y creación de conocimiento, pues las empresas son más que proveedoras de bienes y servicios, son un locus donde la gente se realiza a través de sus quehaceres diarios.



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