



El Futuro De La Administracion

HAMEL GARY / BREEN BILL

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En este libro, Hamel revela: - Los desafíos determinantes del éxito o el fracaso en una era de cambios vertiginosos. - Los efectos tóxicos de los legados filosóficos de las empresas. - Las prácticas administrativas poco convencionales que comienzan a producir resultados sin precedentes en un puñado de organizaciones pioneras. - Los nuevos principios que toda empresa debe integrar en el ADN de su administración. - El potencial de la Internet para sofocar las prácticas administrativas de los albores de la era industrial. Las medidas que las empresas pueden tomar ahora mismo para convertir su gestión en una ventaja propia. En "El futuro de la administración", Gary Hamel, el erudito de renombre mundial, conocedor de las empresas como ninguno, sostiene que hoy, más que nunca, éstas necesitan una gestión audaz e innovadora. El modelo actual de gestión -centrado en el control y la eficiencia- ya no basta en un mundo donde la adaptabilidad y la creatividad son el motor del éxito empresarial.

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