



Comprometidos con la empresa: 1 (One Shot) (Spanish Edition)

Natalia Gomez del Pozuelo

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Todo empresario y directivo quiere tener empleados comprometidos con la empresa y que se involucren en la gestión cotidiana de la misma como si fuera suya. Se habla mucho de la importancia de generar una cultura empresarial en la que se respete a los empleados y se promuevan valores de esfuerzo y trabajo en equipo.

Pocos casos han habido tan emblemáticos en este aspecto como el de los supermercados Continente en España que ha sido una verdadera escuela de directivos. La gran mayoría de los profesionales que trabajaron en esa empresa han llevado esa cultura empresarial a otras empresas. Ahora cualquier lector puede aprovecharse de sus experiencias.

La experiencia en Continente marcó a estos tres profesionales en sus respectivas trayectorias. La ¿casualidad? les ha vuelto a unir para ofrecernos este libro.

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