

Primero, Rompa Todas Las Reglas (Spanish Edition)

By Marcus Buckingham, Curt Coffman

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En los mercados actuales donde la escasez laboral es alarmante, las compañías compiten por retener a los mejores empleados con remuneraciones, prestaciones, ascensos y capacitaciones. Pero esos esfuerzos, aunque bien intencionados, no siempre dan en el blanco. De ahí que sea imprescindible que los gerentes y directivos sepan cómo seleccionar al personal idóneo basándose en talentos y habilidades, creen los incentivos adecuados y encaminen la formación de sus colaboradores hacia el desarrollo integral, de la mano con la productividad, la rentabilidad y la satisfacción de los clientes de la empresa. Con este libro conseguirá descubrir modelos para orientar mejor a sus equipos de trabajo y mantenerlos enfocados hacia las metas trazadas.

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