



No soy Superman (Spanish Edition)

Santiago Álvarez de Mon

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En el cine, Superman equivale a desahogo, esparcimiento, descanso, un rato agradable en compañía de los más pequeños de la casa. En realidad, Superman es un personaje ficticio y amado, un impostor que se presenta y postula como el megacrack del Management, el modelo a imitar. Así, Santiago Álvarez de Mon propone en este libro: -Frente al profesional estrella, engolado, agresivo y efectista, un trabajador competente, discreto, limitado y normal. -Frente al directivo petulante, fatuo, poderoso e insolente, la oportunidad de conocer y llegar a querer a una persona fidedigna, cierta, sobria, controvertida, imperfecta, frágil, humilde e inteligente que se ratifica confundido y agobiado. En esta obra, Álvarez de Mon, simulando un proceso de coaching a un directivo, se adentra en la descripción de un prototipo de directivo superman que vende humo, un modelo de persona que parece que vive en un mundo falso, para llegar hasta su verdad más profunda y presentarlo como un ser humano normal, que siente y padece como el resto de los mortales, con sus inseguridades, sus miedos, sus preocupaciones.

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