



De Zeus a CEO: Empleando el Pensamiento Universal en la Gestión Empresarial (Spanish Edition)

Eugenio Marchiori

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Empleando el Pensamiento Universal en la Gestión Empresarial

Los ensayos que integran este libro están dirigidos a empresarios, directivos, profesores, estudiantes y otras personas interesadas en la Gestión Empresarial, que busquen fuentes de inspiración “no tradicionales” para pensar la Empresa. Escritos con criterio interdisciplinario, exploran la Mitología, la Filosofía, la Historia, la Sociología, la Ciencia Política y el Arte, con el fin de descubrir cómo pueden Agregar Valor a la Empresa. Su principal objetivo es el de potenciar los procesos de pensamiento de los miembros de la Empresa. Mover a la reflexión, incentivar la curiosidad, la inventiva, la imaginación.

Desarrollar las competencias humanas exige la apertura mental mientras se profundiza en la búsqueda de raíces originales. El Pensamiento Universal recoge la experiencia de los hombres que nos precedieron y que nos acompañan. Emplearlo adecuadamente puede evitarnos cometer sus mismos errores, ahorrándonos infinidad de sacrificios espirituales y materiales. Por eso, aquí acudimos a esa sabiduría para estimular al pensamiento para la acción de los integrantes de la empresa. Finalmente, de sus acciones dependerá la supervivencia de la Organización.

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