



Comportamientos estratégicos: 1 (Spanish Edition)

Carlos Fernández Isoird

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Este libro plantea una nueva forma de entender la estrategia desde los comportamientos organizacionales. Los lectores podrán encontrar en esta obra un planteamiento innovador en los principios de la estrategia, con una guía para su implantación. La aplicación práctica de los principios organizacionales planteados en esta obra va a permitir a los directivos comprender muchas de las cosas que ocurren en sus organizaciones, entendiendo los porqués, y encontrar respuestas y claves para cambiar y evolucionar hacia un modelo de comportamiento estratégico que responda a los intereses de todas las personas de la organización. INDICE: Introducción. La necesidad de nuevos modelos de reflexión. Del posicionamiento estratégico a los comportamientos estratégicos. Cultivar la percepción consciente: el eneagrama. Una vía para el desarrollo de los comportamientos estratégicos. Fases para el desarrollo de los comportamientos estratégicos. Los nueve tipos de organización en base al eneagrama. Acciones y mecanismos para coevolucionar. Conclusiones.

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