



Manager al Minuto, El (Spanish Edition)

Ken Blanchard, Spencer, M.D. Johnson

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Durante más de diez años, miles de managers de alto nivel y compañías de la lista de Fortune 500 en todo el país, han seguido la metodología de este libro logrando así aumentar la productividad, la satisfacción laboral y la prosperidad personal. Estos resultados concretos se lograron mediante el aprendizaje de métodos directivos que se traducen en ganancias para la organización y sus empleados, razón por la cual se considera que son la respuesta a la Teoría Z del Japón.

El Manager al Minuto es una historia concisa y fácil de leer que demuestra tres métodos directivos muy prácticos. El desenlace de la historia revela estudios llevados a cabo en el campo de la medicina y de las ciencias del comportamiento humano. Explican claramente por qué estos métodos, aparentemente sencillos, funcionan de forma tan eficaz para tantas personas. Al terminar de leer libro usted sabrá cómo aplicarlos a su propia situación.

Es por eso que El Manager al Minuto se ha convertido en uno de los libros sobre métodos directivos de más venta en Estados Unidos y ha causado sensación a nivel nacional. La revista *People*, the *Today show*, *The Merv Griffin Show*, y otros programas de televisión han presentado segmentos informativos sobre este libro.

Miles de personas en cientos de organizaciones en Estados Unidos se están beneficiando de *El Manager al Minuto*, entre ellos, hombres y mujeres en: Chase Manhattan Bank, el gobierno de la ciudad de Pittsburgh, Holiday Inn, American Can, Harvard University, Cornell University, Monsanto, Georgia Pacific, Johnson & Johnson, 20th Century-Fox Video, Kentucky Fried Chicken, ARA Services, Hewlett-Packard, Pepsi-Cola Bottling, Apple Computers, Texaco, Lockheed, Hickory Frams, AT&T y muchas otras organizaciones menores.

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