



El arte de dirigir: Construya el liderazgo en su interior (Spanish Edition)

Mario Borghino

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He aquí un libro excepcional sobre alta dirección. Cuando parecía que ya se había escrito todo sobre el tema, Mario Borghino -el experto en liderazgo reconocido por el gran público gracias a sus intervenciones radiofónicas promovidas y dialogadas por el comunicador José Gutiérrez Vivó- le descubre a los lectores los dos campos en que un auténtico líder debe trabajar y desarrollarse: el interior y el exterior, es decir mi mundo y el mundo de los demás. Sólo de este modo es posible dominar el complejo arte de dirigir. "No podemos trabajar en las hojas de los árboles de la vida si no trabajamos en las raíces de nuestro ser", explica Borghino. Y dicho enfoque, justamente, es lo que hace distinto y singular este libro frente a todos los demás que se han escrito sobre liderazgo. Quien lo lea tendrá al alcance de su mano un auténtico tesoro de conocimiento, definido así por el autor: "Se trata del proceso de pensamiento interior que producen las conductas empresariales -trabajo en equipo, motivación, toma de decisiones-. Lo invito a que las aplique y progresivamente se volverán parte de usted".

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