



Funny Pop (Narrativa empresarial) (Spanish Edition)

Enrique de Mora Pérez

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Una historia acerca del humor en la empresa y la vida

Funny Pop narra la transformación de una empresa familiar en crisis, tras la incorporación de un nuevo director general. Éste último –apoyándose en algunos directivos clave–, renueva la estrategia y el espíritu de la compañía para conducirla hacia resultados antes impensables. El estilo de la nueva dirección logra transformar la empresa malhumorada y decadente en una empresa "bienhumorada" y exitosa.

A través de la historia –la evolución de la empresa– podemos reflexionar sobre cómo mejorar prácticas empresariales relacionadas con estrategia, innovación y gestión de personas, y también sobre la conveniencia de incorporar el humor como una herramienta de gestión básica que ayuda a nuestro desarrollo vital y profesional y al de las empresas en las que colaboramos. Todo ello narrado con un estilo ágil y ameno para que el lector no sólo reflexione sino que también sonría...

Funny Pop contiene una triple dosis de humor, la que el nuevo director general insufla a la empresa para que sea más eficaz, la que la empresa logra aportar al mercado a través de un producto revolucionario y la que destila sus propias páginas.

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