



HUELLAS: CONSTRUYENDO VALOR DESDE LA EMPRESA

By ANDREU, RAFAEL

EDICIONS DAU, España, 2014. Encuadernación de tapa blanda. Book Condition: Nuevo. 21x19cm. 164 pp. Concebir las empresas midiendo en dinero tanto sus resultados como todo lo necesario para obtenerlos, es no solo incompleto sino antinatural. Lo es para las personas, pero también para las empresas y para la sociedad. Basta con darse cuenta de que cualquier actividad empresarial da siempre lugar a que las personas aprendan algo que se llevan puesto («huellas»). Así las personas pueden no solo aspirar a producir y tener más, sino también, sin contradicciones, a ser y estar mejor personal, profesional y socialmente. Este libro es una invitación a descubrir nuestras responsabilidades como emprendedores y directivos, pero también como empleados y ciudadanos de a pie, para construir empresas más allá de lo puramente económico.



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