



Soldi e antidoti. Strategie di successo in 36 mosse + 1.

By Ansaldo, Silvana Moraglia, Alberto

Edizioni Hermes, 2010. Book Condition: new. Napoli, 2010; br., pp. 184, cm 15,5x21,5. (Manuali Hermes). Questo libro, sobrio e scorrevole, parla di economia in modo originale. È una sorta di "breviario del successo" in cui le riflessioni e gli argomenti trattati sono presi a pretesto e a prestito dai 36 stratagemmi della tradizione taoista cinese, che vengono "attraversati" e, quindi, oltrepassati. Gli stratagemmi, dunque, come miccia per far esplodere le cariche dell'approccio critico e dell'intuizione, per difendersi nella giungla economica di oggi, fornendo spunti efficaci e non convenzionali. Nelle attività di impresa si incontrano tutti i giorni veleni ma, se si cerca con attenzione, si riescono a trovare anche gli antidoti. Come difendersi, dunque? Prendendo il veleno a piccole dosi, tutti i giorni, con regolarità, per formarsi i necessari anticorpi, magari virtualmente, attraverso una lettura che si richiami all'ermetismo e alla tradizione.



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