



Scaling Up: Como Es Que Algunas Companias Lo Logran y Por Que Las Demas No (Hardback)

By Verne Harnish

Gazelles Inc., United States, 2016. Hardback. Book Condition: New. 242 x 184 mm. Language: English, Spanish . Brand New Book. Ha pasado mas de una decada desde que fue lanzado por primera vez el Best Seller Dominando los Habitos de Rockefeller escrito por Verne Harnish. Scaling Up: Como es que Algunas Companias lo Logran y Por que las Demas No es la primera revision importante de este clasico de los negocios. En Scaling Up, Harnish y su equipo comparten herramientas practicas y tecnicas para establecer un negocio o industria dominante. Estos enfoques se han afinado por mas de tres decadas de asesoramiento de miles de CEOs y ejecutivos para ayudarles a navegar la complejidad (y peso) cada vez mayor que trae consigo la expansion de un emprendimiento. Este libro esta escrito para que todos desde empleados de primera linea hasta ejecutivos senior puedan alinearse y contribuir al crecimiento de la firma. No hay razon para hacerlo solo, sin embargo muchos lideres sienten que ellos son los que arrastran al resto de la organizacion sobre la curva-S de crecimiento. El objetivo de este libro es ayudarlo a convertir lo que siente como un ancla en un viento a favor creando una compania...



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