



La empresa más feliz del mundo (Narrativa empresarial) (Spanish Edition)

David Tomás

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Esta es la historia de un biólogo que repentinamente hereda de su padre dos librerías en la ciudad de Barcelona. Ambas son diametralmente opuestas y lo único que tienen en común es que ninguna da ganancias. El protagonista, después de estudiar el funcionamiento de ambas, decide efectuar unos cambios en la forma de gestionar al personal e instaurando unos sencillos cambios para fomentar la motivación y la implicación de los empleados en el futuro de la empresa. Utilizando las 11 claves de las empresas felices, muchas de sentido común pero poco utilizadas. Poco a poco va transformando ambas librerías a través de la reconversión de sus empleados, ya que no hay empresas felices si la gente que trabaja en ella no lo está. Una historia corta y agradable de leer, sin dejar de ser muy profunda en la filosofía que trasciende y muy práctica en los cambios que aconseja.

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