



Los nuevos líderes (Spanish Edition)

Paolo A. Ruggeri

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Se puede decir que Los nuevos líderes, de Paolo Ruggeri, es un compendio fundamental de máximas imprescindibles de gestión, recogidas a lo largo de largos y arduos años de práctica e investigación, y enfocadas al desarrollo de los recursos humanos de la empresa.

Ruggeri explica magistralmente, y de manera práctica, la importancia que tiene el hacer una imagen mental detallada de las metas, la forma en que los empresarios y ejecutivos pueden visualizarlas en la etapa de planificación y comunicarlas a su personal para implementarlas y alcanzarlas.

La clave del éxito yace en la motivación del personal, puesto que Ruggeri reconoce que las grandes obras humanas no pueden ser sino un esfuerzo colectivo, nunca el producto de un alma solitaria. La motivación estriba en la capacidad de empresarios y ejecutivos de comunicar ideas, conceptos innovadores y capacitar al personal en los principios fundamentales de la empresa y la gestión. Para Ruggeri, el ser humano tiene una habilidad infinita para aprender y cambiarse desde dentro. La mente humana es plástica, moldeable. Lo difícil es tener las ideas adecuadas o correctas.

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