



El nuevo manager al minuto [The New One Minute Manager]: El método gerencial más popular del mundo

Ken Blanchard, Spencer Johnson

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Durante más de veinte años, millones de gerentes en compañías de Fortune 500 y pequeñas empresas a nivel nacional han seguido las técnicas de El manager al minuto, aumentando así su productividad, satisfacción en el trabajo y prosperidad personal. Estos resultados reales se lograron mediante el aprendizaje de las técnicas de gestión que explican la rentabilidad de la organización y sus empleados. El manager al minuto es una historia concisa y fácil de leer que revela tres secretos muy funcionales: objetivos de un minuto, alabanzas de un minuto y reprimendas de un minuto. El libro también presenta varios estudios de medicina y ciencias de la conducta que explican claramente por qué estos métodos aparentemente simples funcionan tan bien con tanta gente. Al final del libro usted sabrá cómo aplicarlos a su propia situación y disfrutar de los beneficios. Es por eso que El manager al minuto ha seguido apareciendo en las listas de libros más vendidos de negocios por más de dos décadas, y se ha convertido en una sensación internacional.

Please note: This audiobook is in Spanish.

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