



Chief Culture Officer: un directivo orientado a la cultura (Alta definición) (Spanish Edition)

Grant McCracken

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"Chief Culture Officer contiene muchas lecciones para cualquier persona interesada en aprender a administrar un negocio exitoso en estos primeros años del siglo XXI." Tyler Cowen autor de *Create Your Own Economy*

Aventurarse en el terreno de la libre empresa sin estar consciente de las principales tendencias sociales, las preferencias del público y las pautas de consumo representa la mejor manera de fracasar en los negocios. Puede usted ser un experto en marketing, dominar las finanzas y conocer todos los aspectos relacionados con la administración; no obstante, si ignora lo que está pasando a su alrededor, sus probabilidades de ir a la bancarrota son muy grandes.

Grant McCracken, catedrático de la Cambridge University y de la Harvard Business School, nos coloca en estas páginas ante uno de los principales desafíos que necesita enfrentar cualquier empresario.

Según el autor, un factor esencial para alcanzar logros extraordinarios consiste en comprender la cultura (entendida en sentido amplio: como el mundo más allá de la compañía).

Es necesario convertirse en un Chief Culture Officer, es decir, alguien capaz de saber qué está ocurriendo "afuera" y aprovechar ese conocimiento en su beneficio.

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Paige Robinson:

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