



Gerencia (La biblioteca del éxito) (Spanish Edition)

Brian Tracy

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La fuerza de cualquier organización está determinada por la calidad de sus gerentes. Lo que hacen y cómo lo hacen es el factor determinante del éxito empresarial. ¿Quiere ser invaluable para su empresa? Aumente su capacidad de administración. La buena noticia es que los grandes gerentes se hacen... no nacen. Cuando usted descubre lo que la mayoría de los gerentes exitosos saben, desatará los secretos para convertir incluso a trabajadores ordinarios en extraordinarios trabajadores de alto desempeño. Ahora, con este práctico libro, el experto en éxito Brian Tracy revela cómo cualquier persona puede fácilmente:

- Establecer normas de rendimiento
- Delegar productivamente
- Definir áreas de resultados clave
- Concentrar la atención y los recursos en actividades de alta rentabilidad y eliminar distracciones
- Contratar y despedir con eficacia
- Formar un personal de alto desempeño
- Retener reuniones que funcionan
- Fomentar el espíritu de equipo
- Comunicar con claridad
- Negociar exitosamente
- Eliminar los obstáculos en el rendimiento
- Establecer un buen ejemplo
- Tomar buenas decisiones con rapidez
- Y más

Llena de técnicas prácticas y comprobadas y herramientas, esta guía esencial le muestra cómo sacar lo mejor de su gente —y alcanzar nuevas alturas en su propia carrera.

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