

L'azienda Nel Reticolo Globale - Tommaso Basileo

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Già prima dello tsunami finanziario del 2008, razionalizzazioni, tagli, reengineering, hanno caratterizzato la vita di molte imprese aiutandole a sopravvivere nel breve periodo. Tutto ciò non basta però. Il futuro non sarà la continuazione del passato, ma una serie di discontinuità. Ed è solo accettando queste discontinuità, e trovando la maniera di affrontarle, che possiamo avere qualche chance di successo. Naturalmente, tutto ciò potrà avverarsi se l'economia di carta, continuerà a sorreggere l'economia produttiva, invece di innescare potenti bombe a orologeria sul suo cammino. Pur nella veste di un manuale propedeutico, questo libro, agile e sintetico, fornisce analisi e strumenti comprensibili e aggiornati per affrontare le problematiche attuali e spinose che investono l'azienda del XXI° secolo immersa in una tumultuosa globalizzazione: flessibilità strategica, controllo totale della qualità, valutazioni di impatto ambientale. L'autore (Tripoli 1948). Saggista - Il Progetto nella società aperta (1996), Qadim e Giadid (2006). Ha fondato e presieduto l'A.Di.SQ (Associazione per la diffusione dei Sistemi Qualità). Si è occupato di Formazione avanzata del management e Programmazione Strategica. Author: Basileo, Tommaso Publisher: Simonelli Editore Illustration: N Language: ITA Title: L'Azienda nel Reticolo Globale Pages: 00196 (Unencrypted EPUB) On Sale: 2012-03-03 SKU-13/ISBN: 9788876477706 Category: Business & Economics : Development - Economic Development

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