



Essere AD (Italian Edition)

Pietro Santoro

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Il libro è una guida per Amministratore Delegati emergenti e dirigenti d'impresa. Il testo raccoglie l'esperienza diretta dell'autore e offre consigli pratici per ogni AD che si rispetti. Attraverso un percorso ricco di dettagli e consigli, l'autore pone l'attenzione su ogni minimo particolare riguardante questa professione. La lettura è scorrevole senza mai trattare argomenti superflui o scontati. Le tematiche affrontate sono le più svariate e offrono una visuale a 360° di questo ruolo, cogliendo anche gli aspetti all'apparenza più insignificanti, ma che si rivelano di grande utilità. Si parla di comportamenti da tenere, di relazioni, di come creare la vision aziendale, di strategie ottimali, di scelta di tag-line perfette, di organizzazione di meeting, di motivazione dei dipendenti e di molto altro ancora. Il linguaggio è ricco e pieno di tecnicismi che tuttavia, insieme alle domande contenute nel testo, riescono a essere compresi anche dai non addetti ai lavori grazie alla semplicità con cui vengono posti al lettore. Una preziosa lettura per chi riveste il complicato ruolo di AD e per ogni bravo dirigente che vuole crescere.

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