



GSM: el gran secreto de la motivación (Spanish Edition)

Michael LeBoeuf

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Mucho se habla de motivación y de sistemas de retribución y poco de los efectos concretos y actitudes que las distintas formas de recompensar acarrear. Algunos piensan que con establecer algunos objetivos generales ya está todo hecho, cuando la realidad es que hay que tener muy en cuenta qué tipo de actitud estamos fomentando entre los empleados. Por ejemplo, si se premia con un bonus relacionado con la venta a corto plazo, se obtendrán buenos resultados a corto plazo, pero en detrimento del mediano plazo, y en lugar de conseguir una empresa más rentable habremos cavado nuestra propia fosa. En esta nueva versión de un clásico de la gestión empresarial norteamericana, Paco Muro rescata un libro desconocido para el público hispanohablante y lo adapta a los nuevos tiempos, permitiéndonos conocer herramientas que en tiempos de cambio serán más importantes que nunca.

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