



Los lideres comen al final (Gestión del conocimiento) (Spanish Edition)

Simon Sinek

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Gran Best Seller en Estados Unidos • Autor consagrado con alto perfil mediático (uno de los videos TED más vistos ¿Por qué tan pocas personas dicen “amo mi trabajo”? Imagine un mundo donde todas las personas se levantasen inspiradas y con ganas de ir a trabajar, se sintiesen valoradas durante el día y regresasen a sus hogares satisfechos. Simon Sinek lleva años recorriendo el mundo y observando que algunos equipos de trabajo podían confiar totalmente en sus compañeros, hasta arriesgar la vida, mientras que otros no importaba qué metodología se aplicara para incentivarlos, eran incapaces de evitar la fragmentación del equipo. La respuesta la encontró durante una conversación con un general que dijo que “Los oficiales comen al final”. Sinek observó que quienes primero comen son los soldados y al final de la fila se pueden encontrar a los de mayor rango. Lo que resultaba simbólico en el restaurante era básico para la supervivencia en la batalla y en cualquier equipo. Este principio ha funcionado desde las más primigenias tribus humanas, no es una teoría de management, es biología y Sinek nos lo demuestra en este libro.

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