



El Tao aplicado a los negocios (Emprendedores) (Spanish Edition)

Juan José Puente

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Paciencia, sencillez, humildad, moderación, son términos poco usuales y hasta enfrentados con el mundo frenético y exigente de los negocios; y llegar a la conclusión de que el Tao, este antiguo tratado chino que nos espera lleno de buenas ideas, se basa en estas virtudes en desuso, será una verdadera sorpresa. Paciencia, sencillez, humildad, moderación, son términos que –como mínimo– nos van a exigir romper con una larga tradición en cuanto a la forma de llevar adelante negociaciones y situaciones de liderazgo. Así, mediante bellas parábolas, el Tao nos educará saludablemente en lo favorable del retorno a los orígenes, en lo positivo de hacer foco en nuestra propia persona, en nuestros propios actos, al tiempo que nos formará en la construcción de un carácter paciente, humilde y moderado, y nos aleccionará en los beneficios del diálogo, la sencillez y de otros tantos valores fundamentales que hoy poco se practican y, equivocadamente, no suelen asociarse con el éxito y el liderazgo. Es que este viejo y polvoriento texto de la antigua China nos invita a conocernos a nosotros mismos, a nuestro entorno y a dar con el origen de los conflictos. Tal vez sea tiempo de escuchar una propuesta bastante distinta a la que estábamos acostumbrados.

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