



# Lo más importante (Narrativa empresarial) (Spanish Edition)

*John David Mann*

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En esta inspiradora historia, a un joven ejecutivo se le encarga la misión de persuadir a los directores de una empresa tradicional fabricante de sillas y muebles, acerca de la conveniencia de aceptar la propuesta de compra por parte de su empresa.

Para ello tendrá una semana durante la cual va conociendo todos los entresijos de la empresa y la opinión de sus principales directivos. Al verse abrumado ante la tarea y busca el apoyo de una amiga consultora y de su anciana y misteriosa tía quienes le ayudan a entender qué es lo que resulta realmente importante en una empresa y en qué consiste el liderazgo efectivo. Pronto se da cuenta de que lo importante no es lo que le ocurre a él sino qué le ocurre a los demás.

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