



Manual Del Consultor De Direccion (Spanish Edition)

Andrés Fernández Romero

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El Manual del Consultor de Direccion recoge la experiencia de su autor como consultor durante mas de 45 anos en management planificacion creatividad y recursos humanos basicamente. La primera parte del libro define el papel del consultor sus cualidades sus principios con recomendaciones sobre la preparacion de ofertas la presentacion oral y escrita de los informes y propuestas y el trabajo de diagnostico junto con una descripcion muy detallada del proceso completo de las acciones de consultoria. Es la parte mas conceptual. La segunda parte ofrece una serie de tecnicas aplicables en los trabajos de consultoria. Para cada una de ellas indica el contenido cuando hay que aplicarla el proceso de aplicacion un ejemplo un ejercicio y unos consejos utiles. Es la parte mas operativa. No hay demasiados libros que traten con detalle este tema. Creemos que es una herramienta muy eficaz en especial para los consultores que inicien su actividad pero tambien para los consultores experimentados para contrastar sus ideas y experiencias.

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