



Il minimo del bravo manager (Formazione Aziendale) (Italian Edition)

Ercole P. Pellicanò

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L'autore, già nel titolo "Il minimario del bravo manager", ha voluto racchiudere quello che è l'obiettivo della pubblicazione: richiamare, anche attraverso la sintesi dell'aforisma, le conoscenze minime, una specie di "cassetta degli attrezzi" che un bravo manager deve avere, per rendere efficace il suo impegno in azienda. Egli, manager dall'esperienza pluridecennale, e con competenze accademiche ed imprenditoriali, raccoglie, e racconta, i problemi, le difficoltà, le contraddizioni e le possibilità della società lavorativa, dando vita ad un connubio originale di generi di scrittura in cui dialogano forme tradizionali di arte e scienza, quali la musica leggera, i film, la tradizione aforistica, e la più classica delle discipline: l'economia.

Il testo si compone di tre parti:

- la prima raccoglie numerosi aforismi di celebri scrittori, brillanti personaggi o anonimi, rapportati alle più tipiche caratteristiche del bravo manager;
- la seconda propone una serie di canzoni, da Modugno ad altre più recenti, in cui i testi vengono tradotti in realtà aziendalistiche, creando un efficace accostamento esistenziale, tra parole e realtà;
- la terza compendia termini chiave, dall'uso più o meno comune, dell'economia e della finanza, ma di cui è necessario che il manager abbia conoscenza.

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