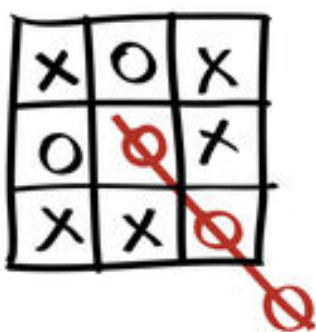


Baixar Livros Gratuitos O Poder De Pensar Fora Da Caixa (PDF|ePub|Mobi|Mp3|Txt)

William N. Thorndike Jr. Amor

WILLIAM N. THORNDIKE JR.

O PODER DE
PENSAR
FORA DA CAIXA



AS LIÇÕES DE 8 EXECUTIVOS QUE SUPERARAM
PROBLEMAS APARENTEMENTE INSOLÚVEIS

Baixar livros gratuitos O poder de pensar fora da caixa (PDF|ePub|Mobi|Mp3|Txt) William N. Thorndike Jr. amor, "Thorndike oferece a cada gerente ou empreendedor a confiança para às vezes agir de maneira diferente, conquistar o máximo com o que recebe e arrebatar seus acionistas."

— Financial Times

O que faz com que um executivo seja bem-sucedido? A maioria das pessoas pensa em uma definição comum: "Um gerente maduro com expertise em negócios." Outros talvez apontem as qualidades de executivos famosos: confiança, grande habilidade de comunicação e carisma. Mas o que realmente importa quando se lidera uma empresa? Qual é a marca de um executivo excepcional? Basicamente, tudo depende dos resultados oferecidos pela empresa aos acionistas em longo prazo.

Neste livro moderno e inovador, William N. Thorndike Jr. explica a sabedoria analítica por trás de uma carreira bem-sucedida em investimentos, avaliando de perto os desempenhos das empresas General Cinema Corporation, Ralston Purina, The Washington Post Company, General

Dynamics, Capital Cities Broadcasting, TCI, Teledyne e Berkshire Hathaway, e seus líderes: Dick Smith, Bill Stiritz, Katharine Graham, Bill Anders, Tom Murphy, John Malone, Henry Singleton e, é claro, Warren Buffett.

Em O poder de pensar fora da caixa, são expostos os métodos e as características que ajudaram esses líderes a alcançarem desempenhos excepcionais. O autor compartilha suas pesquisas e experiências ao apresentar histórias reveladoras, lições indispensáveis e um modelo alternativo para todos os interessados em liderar ou criar uma empresa de sucesso espetacular.

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