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Lo que el mundo del deporte puede enseñarle a la empresa

En el mundo de la empresa, el éxito y el fracaso dependen sobre todo del factor humano, de la capacidad de los líderes y sus equipos para resolver adecuadamente los problemas. En este sentido, las dificultades y los retos guardan muchas semejanzas con los de los equipos deportivos —entorno competitivo, dinámicas, motivaciones, objetivos, estructuras, estrategias, valores—, lo que propicia que las enseñanzas de la práctica deportiva sean de gran utilidad para solucionar los conflictos que inevitablemente surgen en las organizaciones empresariales.

El propósito de este libro es así abordar de forma novedosa y útil el liderazgo y la gestión de equipos desde la perspectiva del deporte. En él hallaremos ejemplos de triunfo y fracaso en muy distintos ámbitos y de cuyas experiencias podremos extraer conclusiones provechosas.

Aunque orientado a la empresa, la lectura de No limits pone de manifiesto, como destaca Eduard Punset en el prólogo, que los principios y las estrategias que se exponen en este libro son también válidos para la vida en general.



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