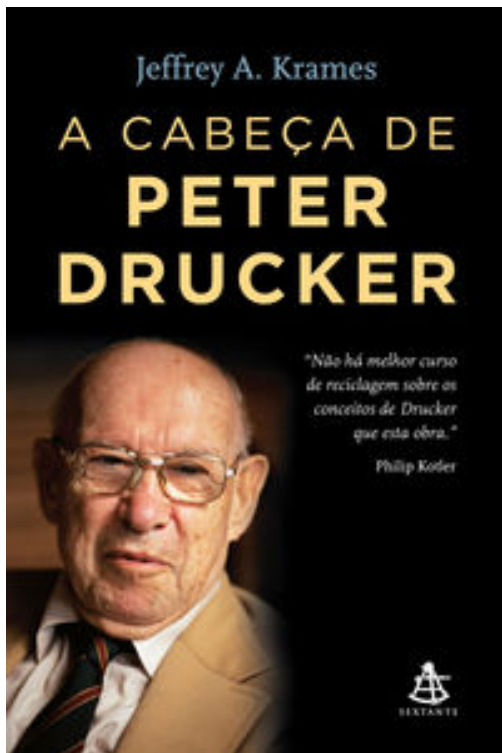


# Ler Livro Online A Cabeça De Peter Drucker Jeffrey A. Krames



**Faça o download ou leia online A cabeça de Peter Drucker Jeffrey A. Krames** , Peter Drucker é considerado o inventor da administração moderna e um dos maiores - senão o maior - especialistas em gestão de negócios.

Com uma linguagem acessível e direta, A cabeça de Peter Drucker resume as lições essenciais desse pensador extraordinário, mostrando o impacto de suas ideias sobre a produtividade e a liderança de qualquer empresa, como por exemplo:

- . Cultivar uma visão de fora para dentro, observando a organização do ponto de vista dos clientes, dos fornecedores e de outros agentes externos mais objetivos.
- . Formar gestores capazes de definir prioridades, alocar pessoas nos lugares certos e demitir ou contratar sem envolvimento emocional.
- . Concentrar-se nos pontos fortes dos profissionais, aproveitando-os nas funções em que podem dar maior

contribuição.

- . Definir o que descartar, adotando a política sistemática de se livrar dos excessos, do obsoleto e do improdutivo.
- . Investir na inovação como pré-requisito para a liderança.

O livro traz ótimos exemplos de organizações e executivos que colocaram em prática a sabedoria de Drucker, demonstrando como seus princípios inspiraram e continuam a influenciar ícones do mundo empresarial como Jack Welch, Bill Gates, Michael Dell e Andy Grove.

O autor também revela aspectos da juventude de Drucker vivida junto à elite europeia que o ajudaram a adquirir uma visão de mundo mais ampla e humanista.

**"Não há melhor curso de reciclagem sobre os conceitos de Drucker que esta obra." - Philip Kotler**

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