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Autore	Hannum Kelly
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Nota di contenuto	Identidad social: Conocerse a uno mismo para liderara los demas; MANUALES ""IDEAS EN ACCION""; Serie de manuales ""Ideas en accion""; Indice; Preambulo; La identidad social en las organizaciones; Comprender la identidad social; Los componentes de la identidad; Trazar el mapa de su identidad; Entender otros puntos de vista sobre la identidad; La identidad social y el poder; Estrategias sobre el liderazgo en el contexto de las diferencias; Mirar hacia el futuro con conciencia de la identidad social; Lecturas recomendadas; Antecedentes; Resumen de puntos clave; Informacion de pedidos
Sommario/riassunto	The context of leadership has changed. Traditionally, leaders worked in organizations in which people largely shared a common culture and set of values. Today, leaders must bring together groups of people with very different histories, perspectives, values, and cultures. The people you lead are likely to be different from you and from each other in significant ways. Leaders today need an awareness of social identity, their own and that of others.