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| Autore | Alarcos Llorach, Emilio |
| Titolo | Estudios de gramatica funcional del espanol / Emilio Alarcos Llorach |
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Foreword; Preface; Part I: Understanding the Values Gap in Business; Chapter 1 The Values Gap in Business; Chapter 2 Just Be Authentic: Not So Fast, Not So Easy; Chapter 3 Authentic Organizations: Is Yours One?; Chapter 4 Do Values Right or Don't Do Them at All; Part II: How Businesses Can Bridge the Values Gap; Chapter 5 Introspective Values: Reflecting on Self and the Organization; Chapter 6 Historical Values: Exploring the Impact of Our Past; Chapter 7 Connectedness Values: Creating a Sense of Belonging and Community Chapter 8 Aspirational Values: Our Hopes and Dreams Part III: Bringing the Conversation to Life; Chapter 9 Getting Started; Notes; Index; About the Authors

Sommario/riassunto

Business has a values problem. It's not just spectacular public scandals like Enron (which, incidentally, had a great corporate values statement). Many companies fail to live up to the standards they set for themselves, alienating the public and leaving employees cynical and disengaged—resulting in lower productivity, less innovation, and sometimes outright corruption. The reason, argue top scholars and consultants Edward Freeman and Ellen Auster, is that most companies' values are handed down from on high, with no employee input or discussion. This practically invites disconnects between inte
