



Canarios empresariales: Avoid Business Disasters with a Coal Miner's Secrets (Spanish Edition)

Gary Sutton

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Los administradores están preocupados. Y deben estarlo. Las compañías Fortune 500 despidieron más gente de la que contrataron en las últimas dos décadas. Las bancarrotas y los fraudes abundan. En el tumultuoso ambiente de los negocios de la actualidad, los administradores quieren una guía que sea apropiada y concisa, una metáfora única y memorable y que se salga de lo común. Precisamente eso es lo que *Canarios empresariales* conjuga.

Hay una escasez de libros de negocios que ofrecen esa guía. Se necesita un tema oportuno, una metáfora pegajosa y una mercadotecnia fuera de lo común. Eso es lo que *Canarios empresariales* presenta. El libro ofrece una guía práctica, alertándoles a los administradores cuando sus negocios están yéndose a pique.

Hace un siglo los mineros colgaban jaulas para canarios en sus túneles. Los pajaritos se callaban cuando un gas venenoso penetraba en la mina, dando a los trabajadores un aviso del peligro que se avecinaba. De la misma manera que los canarios protegían a los mineros, los conceptos de negocios en *Canarios empresariales* protegerán a los negocios alertando a los ejecutivos y a los administradores cuando sus negocios estén por enfrentar serios problemas.

El libro presenta cinco capítulos vitales que revelan cinco de los peligros más comunes en los negocios, y cada lección está acompañada por una historia basada en el abuelo del autor y su trabajo en la industria del carbón, junto con un «aviso preventivo de canario» aplicable para cada tema.

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