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Title : Detalles importantes: 163 formas de alcanzar la excelencia; Author: Peters, Tom; Publisher: HarperCollins Español; Publication Date: 2018; ISBN: 9780718089795

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«El estándar de la "excelencia" no se mide en grandes resultados. En términos sencillos, todo lo que tenemos es hoy. Si la jornada laboral de hoy no puede ser evaluada como excelente, entonces el objetivo global de excelencia no se ha alcanzado. Punto».

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para la administración empresarial y gestión, es más necesario que nunca. Tan esencial para propietarios de pequeños negocios como para ejecutivos de grandes corporaciones, este es un llamado a las empresas a «volver a lo básico» para poder administrar una empresa exitosa. Nadie ha tenido más influencia en la creación de la idea de la gestión moderna que Tom Peters. Un enemigo declarado del conformismo y del status quo, Peters es una voz necesaria de experiencia para guiarnos en tiempos de incertidumbre financiera. En este libro, él ofrece sabiduría esencial para todos, desde el freelancer, el propietario de una pequeña empresa hasta el jefe de una importante corporación, ofreciendo 163 maneras de brillar en el «lado humano de los negocios» al buscar la excelencia en todos los niveles. «El estándar de la "excelencia" no se mide en grandes resultados. En términos sencillos, todo lo que tenemos es hoy. Si la jornada laboral de hoy no puede ser evaluada como excelente, entonces el objetivo global de excelencia no se ha alcanzado. Punto».

Ultimately, business is about people-inventors, visionaries, courageous leaders who forge new paths. Movers and Shakers brings to life 100 men and women, who by virtue of their chutzpah and determination built companies and industries, created new ways of doing business, or revealed underlying truths about the art and science of management. From the robber barons of the early, brawny years of the twentieth century to the "new economy" techno-wizards at the beginning of the twenty-first, Movers and Shakers presents brief sketches of the gurus and giants who have made their indelible marks on the business landscape. Featuring biographies of thinkers and writers, including George Eastman, Andy Grove, Mary Parker Follett, Charles Handy, and Peter Drucker, this book reveals the defining moments that changed business history. Colorful, incisive, and entertaining, Movers and Shakers illuminates the larger-than-life figures who have, indeed, created business as we know it today.

Michael Goldhaber, writing in Wired, said, "If there is nothing very special about your work, no matter how hard you apply yourself you won't get noticed and that increasingly means you won't get paid much either. In times past you could be obscure yet secure -- now that's much harder." Again: the white collar job as now configured is doomed. Soon. ("Downsizing" in the nineties will look like small change.) So what's the trick? There's only one: distinction. Or as we call it, turning yourself into a brand . . . Brand You. A brand is nothing more than a sign of distinction. Right? Nike. Starbucks. Martha Stewart. The point (again): that's not the way we've thought about white collar workers--ourselves--over the past century. The "bureaucrat" on the finance staff is de facto faceless, plugging away, passing papers. But now, in our view, she is born again, transformed from bureaucrat to the new star. She works in a professional service firm and works on projects that she'll be able to brag about years from now. I call her/him the New American Professional, CEO of Me Inc. (even if Me Inc. is currently on someone's payroll) and, of course, of Brand You. Step #1 in the model was the organization . . . a department turned into PSF 1.0. Step #2 is the individual . . . reborn as Brand You. In 50 essential points, Tom Peters shows how to be committed to your craft, choose the right projects, how to improve networking, why you need to think fun is cool, and why it's important to piss some people off. He will enable you to turn yourself into an important and distinctive commodity. In short, he will show you how to turn yourself into . . . Brand You. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Project50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

"It is [Tom] Peters—as consultant, writer, columnist, seminar lecturer, and stage performer—whose energy, style, influence, and ideas have [most] shaped new management thinking." —Movers and Shakers: The 100 Most Influential Figures in Modern Business "We live in a Tom Peters world." —Fortune Magazine Business uber-guru Tom Peters is back with his first book in a decade, The Little Big Things. In this age of economic recession and financial uncertainty, the patented Peters approach to business and management—no-nonsense, witty, down-to-earth, insightful—is more pertinent now than ever. As essential for small-business owners as it is for the heads of major corporations, The Little Big Things is a rousing call-to-arms to American business to get "back to the basics" of running a successful enterprise.

Organized into more than 200 thought- and action-provoking elements—from the importance of clean trucks and bathrooms to conversations with entrepreneurs creating new markets—Tom Peters, bestselling management guru offers a practical guide to impractical times. In The Pursuit of Wow!, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, In Search of Excellence changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then leap again—catapult their imaginations, blow their mindsets—in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person.

The third volume in the internationally bestselling McKinsey Trilogy, The McKinsey Engagement is an action guide to realizing the consistently high level of business solutions achieved by the experts at the world's most respected consulting firms. Former consultant Dr. Paul Friga distills the

guiding principles first presented in the bestselling *The McKinsey Way* and the tested-in-the-trenches methodologies outlined in *The McKinsey Mind*, and combines them with many of the principles and procedures implemented by the military and other organizations. The result is nothing less than the business equivalent of a Special Forces Field Manual. True to its stated goal of arming consultants and corporate problem solvers with a blueprint for achieving consistently phenomenal results, *The McKinsey Engagement* is short on theory and long on action. Each chapter focuses on one element in the celebrated TEAM FOCUS problem-solving model and features a concise discussion of a key concept or principle, followed by: Clear rules of engagement A set of operating tactics Sophisticated problem solving tools Easy-to-follow action steps Exercises, checklists, and training tips War stories and best practices case studies A toolkit for bringing clarity, discipline, and purpose to all your problem-solving and change management initiatives, *The McKinsey Engagement* is an indispensable guide for consultants, as well as for executives, managers, students, and corporate trainers.

There has been an urgent need for a simple and concise guide which teaches the basics of prayer for Muslims. This book has been designed for people who don't know how to pray yet or those who aren't sure whether they learned correctly or not. In this book you will learn the prayers by reading clear and simple descriptions of what to do along with pictures to make sure you understood correctly. One of the unique features of this book is that it doesn't limit itself to teaching the rituals behind the prayer only. Rather, there is an entire chapter dedicated to learning the meanings behind each statement and action in the prayer.

The rapid development of information technology has exacerbated the need for robust personal data protection, the right to which is safeguarded by both European Union (EU) and Council of Europe (CoE) instruments. Safeguarding this important right entails new and significant challenges as technological advances expand the frontiers of areas such as surveillance, communication interception and data storage. This handbook is designed to familiarise legal practitioners not specialised in data protection with this emerging area of the law. It provides an overview of the EU's and the CoE's applicable legal frameworks. It also explains key case law, summarising major rulings of both the Court of Justice of the European Union and the European Court of Human Rights. In addition, it presents hypothetical scenarios that serve as practical illustrations of the diverse issues encountered in this ever-evolving field.

If you liked the first best-selling book about Vitamin D3 by this author (300,000+ copies sold-translated into 10 languages), You are going to LOVE this one! If the first book got us to the 50-yard line- this book is a slam-dunk touchdown! The author describes the miraculous new things he has discovered about Vitamin D3 and its vital 5 cofactors from an additional 8 years of research added to the extensive research he did for his first groundbreaking book. This book has at least twice the life-saving information contained in his first book and describes in detail how all autoimmune diseases can now be easily cured without doctors or drugs. How you can virtually bullet proof your health by correcting the 5 deadly deficiencies of the modern age. And the shocking part about this is that doctors in general have no clue as to what is really making us all sick! This information in this book could literally wipe out 90% of the medical industry if everyone adopts its advice. Bold claims to be sure! Unbelievable? -Yes! But overwhelming proof is provided for all the claims! Once you read this book, the blindfold will be lifted and you might laugh and say...."So Simple! Why didn't I think of that!?". In this book, cures for every autoimmune disease known to man are described in detail, including a chapter that relates a number of case studies of people who have cured their Multiple Sclerosis with this protocol. And further describes how 100,000+ people all around the world have cured their MS using this simple information. But it doesn't stop there, cures for many more diseases are described and examples are provided for asthma, psoriasis, COPD, lupus, myasthenia gravis, eczema, Crohn's disease, ulcerative colitis, chronic hives, depression, etc. etc. and even cancer! The bottom line premise is simple; virtually all diseases not caused by old age or genetic mutations are caused by an unfocused immune system. Lazy when it comes to bad actors such as viruses, infectious bacteria, fungi, and newly emergent cancer cells while being hyperactive when confronted with good tissues that should normally not be attacked. The solution? Simply fine tune your immune system to operate correctly, and all these diseases will be a thing of the past. And it is so easy to do. Why don't doctors know about this? Could it be that it is bad for business or were they just taught incorrectly in med school? Hard to tell. Most diseases are caused by incorrect advice from doctors concerning a hormone that we all make that the author calls the ultimate biologic. This hormone fine tunes 2,700+ genes that control your immune and tissue-remodeling systems. Incorrect advice from many doctors keeps us all from producing enough of this hormone to remain healthy. Another large segment of diseases is caused by modern farming practices that deplete soils of essential cofactors to this hormone that leave approximately 80%+ of us deficient. And doctors basically never test for these deficiencies and know very little about them! Simple neglect and ignorance on the part of health professionals? Impossible you say? Well you will just have to read the book and find out how possible it is!