



El arte de dirigir / The Art of Leading (Spanish Edition)

By Mario Borghino

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He aquí un libro excepcional sobre alta dirección. Cuando parecía que ya se había escrito todo sobre el tema, Mario Borghino -el experto en liderazgo reconocido por el gran público gracias a sus intervenciones radiofónicas promovidas y dialogadas por el comunicador José Gutiérrez Vivó- le descubre a los lectores los dos campos en que un auténtico líder debe trabajar y desarrollarse: el interior y el exterior, es decir mi mundo y el mundo de los demás. Sólo de este modo es posible dominar el complejo arte de dirigir.

"No podemos trabajar en las hojas de los árboles de la vida si no trabajamos en las raíces de nuestro ser", explica Borghino. Y dicho enfoque, justamente, es lo que hace distinto y singular este libro frente a todos los demás que se han escrito sobre liderazgo. Quien lo lea tendrá al alcance de su mano un auténtico tesoro de conocimiento, definido así por el autor: "Se trata del proceso de pensamiento interior que producen las conductas empresariales -trabajo en equipo, motivación, toma de decisiones-. Lo invito a que las aplique y progresivamente se volverán parte de usted".

ENGLISH DESCRIPTION

In the defining moments of a business or team, being able to count on the management of an effective leader is the key to survival and growth.

In our personal and professional lives, there is always something to improve upon. As a leader, as an entrepreneur, as a boss, and as a parent, we have many challenges to face and goals to reach. Leaders give direction and offer the best answers: from there comes their visionary capability (which allows them to see that which others don't); their willingness to work as a team (where there is always a second-in-command to advise them and represent them); and the three-dimensional, strategic working of their minds. In this book, you will learn the art of becoming a leader.

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Editorial Review

About the Author

Mario Borghino es Director General de la empresa Borghino Consultores. Se ha desempeñado como Consultor Empresarial por mas de 29 años, elaborando procesos de rediseño, planeación estratégica y liderazgo empresarial para empresas e instituciones líderes en México, Centroamérica, Sudamérica y España. Realizo estudios en Relaciones Industriales, Maestría en Desarrollo Organizacional y Postgrados en Alta Dirección y Mercadotecnia Integral. Ex-director y Licenciado para México de la empresa Franklin Covey. Ha impartido cientos de conferencias sobre: Liderazgo, Desarrollo Gerencial y Cambios de Cultura Organizacional, para los principales Directivos y Ejecutivos de las empresas más importantes de México. Ha escrito artículos sobre Dirección de Empresas y Planeación Estratégica en múltiples revistas. Actualmente, escribe en el periódico Reforma y participa como colaborador en el noticiero Monitor de Radio Red y en el canal 4 de Televisa en el programa Mundo Ejecutivo.

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