



La buena empresa (Spanish Edition)

Justo Villafane

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La buena empresa es la empresa reputada.

La crisis ha deteriorado la confianza en las empresas por lo que la buena empresa ha de recuperarla mediante un compromiso fehaciente con sus stakeholders. Este compromiso constituye la evolución de esa nueva racionalidad empresarial, basada en la ética y la sostenibilidad, de la que habla su autor.

Justo Villafañe en este libro establece una hoja de ruta para que las empresas consigan que la reputación sea la base sólida de su recuperación.

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