



Reinvenção da empresa: 1 (Portuguese Edition)

Alexandre L. Ribeiro do Valle

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Numa época de constantes mudanças e evoluções surge a necessidade de se estabelecer um novo conceito empresarial, mais compatível com o perfil moderno, mais dinâmico, transparente, ético e flexível, adequado à nova conjuntura econômico-empresarial emergente. São tendências que se voltam para a construção de relações de reciprocidade dentro de um contexto organizacional oposto, que se caracteriza pela competitividade e pelo individualismo. As organizações brasileiras enfrentam dilemas relativos aos processos de emancipação e regulamentação do trabalho, tornando-se necessária a reflexão sobre os diversos problemas envolvidos nas relações entre corporações e empregados, entendendo a complexidade dos desafios de gestão de pessoas para construir conhecimentos que propiciem a reinvenção da empresa, com características adequadas à nossa realidade no trabalho. Mudanças exigem atitudes, que precisam ser analisadas, buscando estruturas que se ajustem à realidade de novas políticas que devem seguir os avanços sociais ampliados pela globalização. Reinvenção da Empresa é uma proposta de reflexão sobre as organizações no trabalho.

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