



Gestão De Mudanças (Portuguese Edition)

Mario Persona

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Gestão de Mudanças em Tempos de Oportunidades fala da necessidade de se reinventar como a única saída para a sobrevivência da carreira e do negócio. Este livro traz conceitos importantes para quem trabalha nas áreas de comunicação, atendimento ao cliente, marketing e gestão, além de servir para descontrair o tenso ambiente criado nos processos de mudança. Mario Persona conta “causos” sábios e divertidos, com humor, irreverência e inspiração. Após ler “Gestão de Mudanças em Tempos de Oportunidades” você irá concluir que Fernando Pessoa estava certo quando escreveu que “tudo vale a pena, se a alma não é pequena”. Inclusive mudar.

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