



El Libro De Las Pymes (Spanish Edition)

Carlos Cleri

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Las PyMEs son la columna vertebral de las economías nacionales. Aportan producción y empleo, garantizan una demanda sostenida, motorizan el progreso y dan a la sociedad un saludable equilibrio.

Las empresas pequeñas tienen como principal virtud justamente su tamaño. Ello les permite abordar aquellas actividades que no pueden ser realizadas por las firmas mayores; también les da agilidad, flexibilidad y reflejos que son fundamentales para sobrepasar las contingencias de un mercado complejo y de veloces transformaciones.

Pero conducir PyMEs no es una tarea fácil y la severidad de la gestión no da tiempo para incorporar competencias o mejorar las habilidades directivas imprescindibles para alcanzar el nivel necesario de eficacia y eficiencia.

Por eso, el autor, que ha dedicado parte de su vida a combinar la consultoría con la formación en talleres, oficinas y aulas, presenta en este texto su experiencia combinada con el realismo práctico y la profundidad teórica.

El libro es fácilmente comprensible para empresarios y directivos y, a la vez, es un aporte al reconocimiento de un fenómeno tan poco investigado como son las empresas PyMEs.

Carlos Cleri tiene una variada experiencia. Actualmente es el jefe de Gabinete de Asesores de la ministra de Economía y Producción de la Argentina, presidente de la Fundación Garantizar el Desarrollo, miembro del Consejo Académico de la Fundación Utopías y coordinador del Programa para Directivos Propietarios de Evade Business School – Argentina. Fue miembro del Servicio Exterior, director de Promoción de Exportaciones y subsecretario de Comercio Exterior del Ministerio de Economía de la Nación, trabajó en el Banco de la Ciudad de Buenos Aires, en Garantizar SGR, ha sido presidente de la Sociedad Latinoamericana de Estrategia y tiene una profusa actividad como PyME, consultor de empresas y académico.

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