



Intangíveis: O Lado Oculto da Gestão Empresarial (Portuguese Edition)

Sérgio Leal Caldas

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Trata-se de uma incursão única sobre as variáveis intangíveis na construção e dinâmica numérica das organizações em seu processo de gestão.

A abordagem das influências dos elementos intangíveis nas organizações tem se tornado, ao longo dos tempos, um permanente desafio aos estudiosos e pesquisadores de modo geral. Muitas das vezes, tais abordagens se mostram dispersas ou mesmo extremamente segmentadas sem, contudo, vislumbrar uma visão holística do tema.

E é exatamente neste sentido que o autor procura situar esta obra, buscando a interação de vários campos das ciências e teorias, de modo a permitir uma ampla consciência de suas inter-relações, que definem as expressões numéricas das organizações.

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