



Micropoderes (Empresa (plataforma)) (Spanish Edition)

Núria Vilanova

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Comunicación interna para empresa del futuro

En un contexto en que no existe poder que no puedan zarandear y tumbar los grupos humanos, cuando cada persona es más responsable y capaz que nunca, la comunicación adquiere una importancia clave en la gestión de las compañías. Particularmente la comunicación interna.

Es así porque, para las empresas, la consolidación de una marca se vuelve cuestión de supervivencia. Y este ideal es imposible sin la adhesión, sin reservas, de cada uno de los empleados, de cualquier nivel, que participan en el proyecto empresarial. Es una adhesión emocional, vivencial, reforzada por la simbología en la comunicación.

El nuevo paradigma, además, reclama un modelo nuevo de líderes, jefes imperfectos pero conectados, que se mueven por el imperativo de la escucha.

Las redes sociales son la herramienta clave en este escenario y un arma irrenunciable si las firmas quieren mantenerse... Porque esa continuidad, hoy, pasa por reclutar a cómplices apasionados.

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