



Gestão de Negócios e Sustentabilidade: textos selecionados (Portuguese Edition)

Walter Gassenferth, Ciro Mendonça da Conceição, Maria Augusta Soares Machado, Silvia Pereira, Walther Krause

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Uma empresa gera estratégias para se adequar ao mercado onde atua. Mas como gerar estratégias que sejam sustentáveis? Sustentabilidade é uma forma de agir e de tomar decisões levando em conta aspectos econômicos, financeiros, ambientais, culturais e sociais.

Este livro apresenta textos selecionados para uma gestão empresarial eficaz, que só é conseguida por aqueles que dominam os quatro Ps da Gestão de Negócios: Planejamento, Processos, Pessoas e Projetos. Todos esses Ps vêm acompanhados de outro tema que permeia muitas empresas apenas para compor sua imagem, mas em outras é tratado de forma pragmática e comprometida com o ambiente em que vivemos: a sustentabilidade.

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