



Gestión estratégica para el sector público. Del pensamiento estratégico al cambio organizacional (Sección de Obras de Administración Pública) (Spanish Edition)

David Arellano Gault

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Este libro brinda herramientas para diseñar, de forma sencilla y sistemática, estrategias para el sector público latinoamericano. La visión del autor, doctor en administración pública y profesor en el CIDE, se concentra en el proceso para alcanzar los objetivos cuando estos dependen de la acción e interacción de individuos y grupos. En la primera parte del libro, el lector conocerá la historia del pensamiento estratégico, mientras que en la segunda, revisará a detalle el proceso de gestión estratégica, desde el establecimiento de la misión hasta la táctica para su aplicación.

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