



Romanzi per i manager (UnConventional Training) (Italian Edition)

Francesco Varanini

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Ci dice l'autore: "...ho fatto una scelta in base a una doppia chiave: romanzi interessanti scritti da autori dei quali sia anche bello raccontare la vita. Grandi autori e grandi romanzi, ma non necessariamente: si può trarre stimolo e insegnamento anche da un libro giallo, dalla narrativa sbrigativamente bollata come "di consumo". E attraverso queste opere, un viaggio: dal marketing alla gestione delle risorse umane, dallo sviluppo organizzativo alle nuove frontiere dell'informatica. Tutto può essere detto senza ricorrere a linguaggi settoriali, perché ciò che scrive oggi lo specialista era già stato raccontato ieri da un romanziere, con più profondità e con più acume e con stile più piacevole.

L'ordine dei capitoli è solo uno dei tanti possibili. Non è necessario seguirlo. I singoli paragrafi sono brevi. Possono essere letti in poco tempo, e possono anche essere presi come cose a sé stanti. Penso anche che questo modo di leggere disordinato sia consono con il poco tempo che di solito abbiamo a disposizione; e sia coerente con abitudini che abbiamo acquisito: la nostra cultura è fatta di frammenti, come i frammenti che mettiamo in fila facendo zapping, navigando tra i programmi televisivi. In fondo anche questo libro è una raccolta di frammenti..."

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