

# Descargar Libro En Línea PDF Epub Mobi Español Sergio Marchionne - Tommaso Ehardt



**Descargar libro en línea PDF epub mobi Español Sergio Marchionne Tommaso Ehardt , LA LEADERSHIP, LE SFIDE IMPOSSIBILI, LE STRATEGIE, I SEGRETI DEL MANAGER CHE HA TRASFORMATO LA FIAT IN UN GRUPPO GLOBALE**

In quattordici anni ha più che decuplicato il valore del gruppo in Borsa. Ha trasformato la Fiat da azienda italiana sull'orlo del fallimento a potente società globale. E' andato all'assalto dei mercati. Ha pensato in grande. Le sue scelte, mai scontate, hanno esaltato gli investitori, ma gli hanno attirato accuse come quella di aver spostato il baricentro dell'impresa lontano dall'Italia e quella di aver calpestato i diritti degli operai. Chi è stato Sergio Marchionne, leader visionario e divisivo, e che cosa resta della sua eredità? Tommaso Ehardt - che l'ha inseguito per dieci anni da un capo all'altro del mondo - ritrae in questo libro una figura complessa, che si rivela man mano al giornalista in rapide battute, numerose

occasioni professionali e preziosi incontri a due, a microfoni spenti. Il suo racconto inizia nel dicembre 2008 con l'operazione Chrysler, ricostruisce i traguardi storici, i progetti falliti, la leadership di Marchionne.. E lancia uno sguardo a quello che rimane di FCA dopo la sua tragica scomparsa. Ma soprattutto indaga le convinzioni, gli interessi, i sentimenti privati di un uomo riservatissimo, che tuttavia gli aveva affidato a volte i suoi pensieri, riconoscendolo pubblicamente come «il suo stalker più affezionato», e prova a capire il segreto del personaggio che da sconosciuto outsider è diventato uno dei manager di maggior successo sui mercati internazionali.

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