



PROGETTI, ALLEANZE e IDENTITÀ ORGANIZZATIVE (Italian Edition)

Mauro Bozzola

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Pensato come strumento di riflessione e di operatività negli ambiti professionali rivolti alla edificazione delle alleanze strategiche ed alla implementazione delle identità organizzative, questo libro tratta del senso e della natura dei progetti e del loro controllo e monitoraggio prendendo spunto dalla qualità delle idee. La definizione delle alleanze strategiche e della loro funzione organizzativa, economica e sociale introduce una analisi del ruolo dei consulenti nella costituzione e nella gestione degli accordi internazionali. Una dissezione di una fase di questi progetti ne rivela l'inattesa complessità. Dell'Identità organizzativa si propongono e confrontano diverse letture, per poi osservarla come disegno e come processo. La disamina di alcuni aspetti propri di tali progetti conduce infine ad una loro nuova definizione. L'opera è spiccatamente multidisciplinare. L'essere umano - con la complessità, la creatività e la ricchezza interiore che gli sono proprie - si ritrova ad essere il centro di ogni istanza di modificazione della realtà. Mauro Bozzola (Novara, 1950) opera da anni in qualità di libero professionista al servizio di alleanze strategiche di valenza internazionale. I suoi interessi teorici ed applicativi si estendono agli ambiti della comunicazione istituzionale e delle Identità organizzative.

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