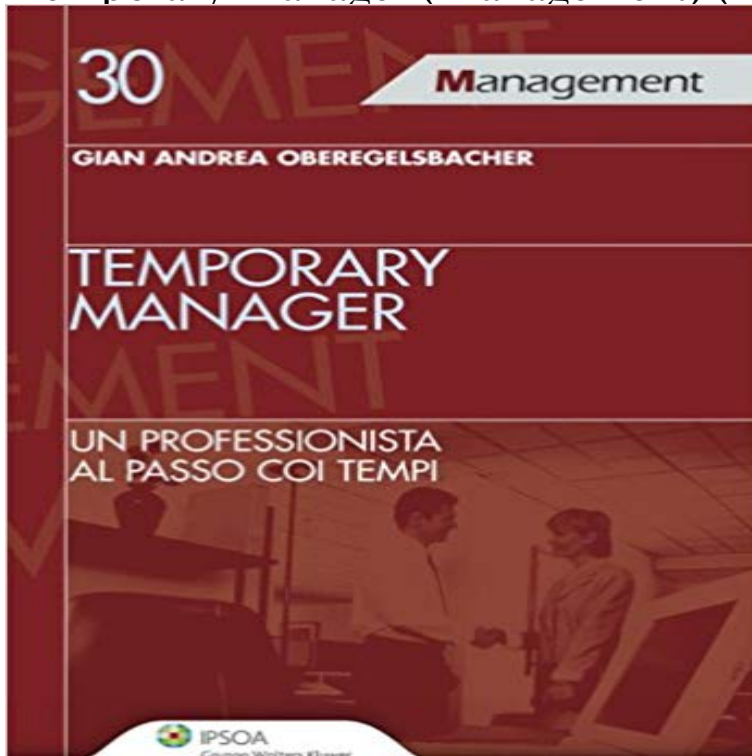


Temporary Manager (Management) (Italian Edition)



In tempo di crisi, quali quella che stiamo attualmente attraversando, alle aziende servono iniezioni di top manager molto rapidi ad entrare in azione, con esperienza internazionale e forti capacità di vision, da introdursi con sistemi flessibili e a tempo determinato, con costi pianificabili e utilizzabili solo per il tempo necessario a porre in atto il cambiamento, il rilancio, la ristrutturazione e la modernizzazione delle aziende. Il Temporary Manager è colui al quale viene affidata la gestione di un'impresa o di una sua parte, nella quale deve portare tutta l'esperienza e la professionalità acquisita. Deve essere un manager altamente qualificato e motivato, deve garantire continuità all'organizzazione aziendale, accrescendone le competenze manageriali già esistenti e affrontare nel contempo i momenti di criticità aziendale sia negativi che positivi. Il libro è un manuale per l'uso sul temporary management, utile sia ai manager aspiranti temporary, che agli imprenditori che vorranno capirne meglio le peculiarità, gli indubbi vantaggi e le specificità. In esso l'autore esamina innanzitutto lo sviluppo del temporary management nel mondo anglosassone prima ed italiano poi, inquadrandone la figura professionale dal punto di vista legale, fiscale e contributivo; descrive in seguito vari esempi di situazioni in cui utilizzare un temporary manager, i vantaggi per le aziende, il profilo psicologico e attitudinale di un temporary, come assumerlo, introdurlo in azienda e come ottenere il massimo dalla sua seniority e dalle sue skills; quindi, sempre l'autore, riporta una interessante ed utile serie di suggerimenti pratici e di raccomandazioni, oltre ad una raccolta di case histories di successo, finendo con una presentazione dei principali attori, opinion leader e associazioni specifiche di questo particolare mercato.

STRUTTURA
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2. IL TEMPORARY

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RACCOLTA DI CASE HISTORY⁸.
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CONCLUSIONI

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