



Motivación En El Ámbito Laboral: El Caso De Procter & Gamble (Spanish Edition)

Gabriele Napolitano

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El tema de la motivación en el ámbito laboral, se está revelando como algo siempre importante para los trabajadores, pero también para las mismas organizaciones. Esta tesis nace del interés hacia las operaciones concretas que pueden traer un crecimiento de la motivación del personal, y no para las tantas variadas teorías motivacionales existentes. Por esto motivo, he decidido analizar el comportamiento de una empresa líder en su sector, es decir, de los bienes de consumo, pero también entre las empresas más importantes e influyentes a nivel mundial, Procter & Gamble. Veremos, por tanto, qué tipo de consecuencias traerán sus comportamientos y sus iniciativas en ámbito de motivación del personal poniendo una atención particular a los conceptos de Promote from within y Diversidad e inclusión.

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