

Desarrollo de Habilidades Directivas (College) (Spanish Edition)

By David Whetten



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This work is unique in its type of marketing. It provides an equal treatment of the topics between theory and practice, supplying the fundamental tools for the development of indispensable abilities in the performance of the managerial functions of business.



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Editorial Review

About the Author

David A. Whetten is a visiting professor at Oxford University. David is professor Jack Wheatley of Organizational Studies and the Director of the Center for Faculty Development of Brigham Young University. Before his work at Brigham Young University in 1994, he was a faculty member of the University of Illinois for 20 years, where he was a professor of Business Administration, Director of the Organizational Research Office and Associate Dean of the School of Commerce.

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