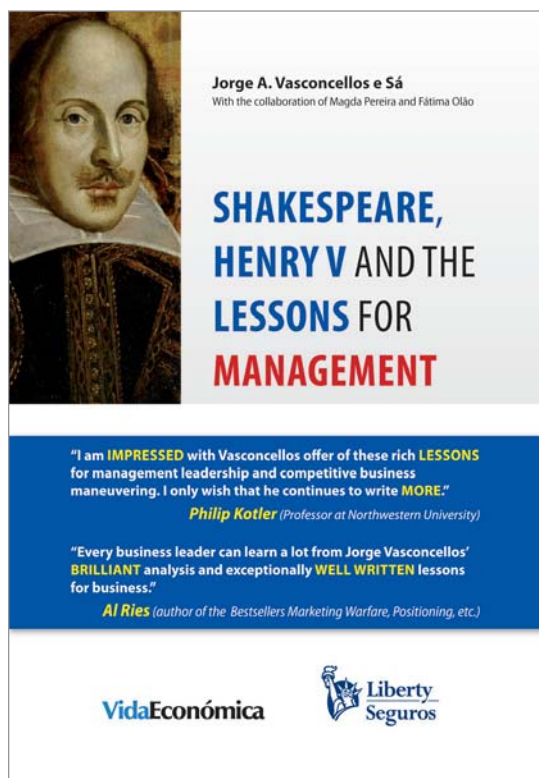




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SHAKESPEARE, HENRY V AND THE LESSONS FOR MANAGEMENT

Os princípios e ideias de Shakespeare e de Henry V têm ainda hoje aplicação prática na Gestão.

Shakespeare, Henry V and the Lessons for Management é uma valiosa e única contribuição do Professor Vasconcellos e Sá para desenvolver as técnicas de gestão em Portugal, permitindo a este país ter uma segunda oportunidade para se levantar pelo seu próprio pé, desenvolver uma meritocracia e voltar a ganhar o merecido estatuto de credibilidade no grupo das nações desenvolvidas.

Tal como o Professor Vasconcellos e Sá demonstra, as práticas e técnicas de gestão são para ser utilizadas tanto nos negócios como nos países, com a finalidade de os fazer ter sucesso.

“Este livro irá concerteza tornar-se um desses poucos eleitos que (juntamente com Samuelson, Keynes, Drucker, Porter and Kotler), ficará na história da gestão como uma leitura de referência.”

A obra está escrita em Inglês.

O AUTOR

1. **Jorge Vasconcellos e Sá** has a master's degree from the Peter F. Drucker Graduate School of Management in California, where he studied with Peter Drucker. And a doctorate (PhD) in Business Administration, from Columbia University, in New York where he was a student and research and teaching assistant. He finished first in his class. Always in the Dean's list.
2. In 1997 he was awarded the Jean Monnet Chair (by the Jean Monnet Foundation at Brussels), the highest European academic award, and has in the past received several distinctions including Fulbright, Beta, Gamma and Sigma fellowships.
3. He also has two undergraduate degrees one in Economics (Technical University) and one in Business Administration (Catholic University) and a graduate degree in Macroeconomics from Gulbenkian Foundation.
4. Has addressed conferences and given seminars at various universities and institutions such as London Business School, IESE, Glasgow Business School, ESSEC (France), ESSAM (European Consortium of Business Schools), Oxford, Manchester Business School, George Washington University, University of São Paulo, School of Economics, Drucker School, Academy of Management, Western Economic Association, Peter Drucker Society of Europe, etc.
5. He has worked as a private consultant, been a non-executive director and has taught in the executive programmes for Coca-Cola, SHELL, Unisys, IBM, Price Waterhouse, Klynveld Peat Main Goerdeler, Glaxo, British Petroleum – BP, Dun & Bradstreet, Deloitte & Touche, Makro (Metro group), Système U, I.F.A, Intermarché, Mini Prix Bonjours, Accenture, Watson Wyatt, Cap Gemini, Cesce, Scottish & Newcastle, Sara Lee, Microsoft, Total, Johnson & Johnson, Pfizer, Logica, Indra and Pearle.
6. He is currently a full professor (life tenure) and teaches or has taught at Catholic, New and Technical Universities and at AESE (associated with Harvard linked IESE of Barcelona).
7. His books have been translated into eleven languages: English, Portuguese, Spanish, Chinese (Mandarin), Russian, Ukrainian, German, Lithuanian, Thai, Korean and Norwegian.