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"THERE IS NO LEADERSHIP: ONLY EFFECTIVE MANAGEMENT"

A liderança é um tema actual de cuja importância se fala muito na presente crise portuguesa, europeia e mundial.

Este novo livro de Vasconcellos e Sá demonstra que há um conceito errado do que é liderança recorrendo ao primeiro livro sobre o tema (de Xenophon sobre Ciro o grande, fundador do império Persa), à História (Chancellorsville que os militares chamam a batalha perfeita) e à prática dos melhores gestores do mundo (Steve Jobs, Bill Gates, Jack Welch, Andy Grove e Alfred Sloan).

Usando estes exemplos o livro demonstra que ninguém pode liderar, sem ser um gestor efectivo: organizar, coordenar, pôr a pessoa certa no sítio certo, motivar e controlar. Só assim se produzem resultados.

Daí o título: Não há liderança, só há gestão efectiva. Daí a importância da obra. E daí finalmente, a insatisfação (tão) geral com um tema (tão) central.

Uma obra de grande interesse prático para gestores, empreendedores e líderes de empresas.

A obra está escrita em Inglês.

O AUTOR

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.

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.

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.

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.

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.

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).

His books have been translated into eleven languages: English, Portuguese, Spanish, Chinese (Mandarin), Russian, Ukrainian, German, Lithuanian, Thai, Korean and Norwegian.