



Iniciação à Teoria das Organizações (Portuguese Edition)

Idalberto Chiavenato

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A moderna sociedade em que vivemos é uma complexa e dinâmica sociedade de organizações. Vivemos em um mundo formado por organizações. Tudo o que necessitamos é imaginado, criado, desenvolvido, produzido e comercializado por organizações.

Há uma imensa pluralidade de organizações. E não existem duas organizações iguais. Elas assumem feições diferentes e variadas, apresentam características únicas e próprias, tamanhos variados e uma formidável capacidade de gerar valor e riqueza através de produtos inovadores, serviços incríveis, informação e divertimento. Dependemos delas, participamos delas, vivemos a maior parte do nosso tempo dentro delas e em função delas.

Conhecer a natureza das organizações é crucial para quem pretende inserir-se nelas, trabalhar nelas ou com elas, investir, negociar, vender, comprar, assessorar ou mesmo administrar organizações. O conhecimento da Teoria das Organizações é o primeiro passo para isso.



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