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David Brojt

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La empresa con destino es el resultado de la experiencia de su autor, que presenta en forma accesible, amena y práctica su Método del proyecto para profesionalizar pequeñas o medianas empresas, la mayoría de ellas familiares. La profesionalización es la respuesta adecuada a distintas situaciones, tales como aprovechar la oportunidad de crecimiento, mejorar la calidad de vida de los titulares, hacer la empresa más vendible, facilitar el proceso de sucesión entre las distintas generaciones y optimizar, en general, el enfoque para el desarrollo de los negocios. El contenido del libro ayuda a cambiar los paradigmas que han perdido vigencia en el proceso evolutivo de una pequeña o mediana empresa, y a descubrir el método que permite transitar los nuevos caminos para crear y producir valor.

David Brojt es licenciado en Administración y contador público egresado de la Universidad de Buenos Aires. Es profesor universitario, conferencista, y colaborador en prestigiosas publicaciones argentinas y extranjeras. Se desempeña como consultor de management de proyectos en grandes compañías y de proceso de profesionalización en pequeñas y medianas empresas. Entre las numerosas compañías líderes a las que ha ayudado en proyectos de estrategia o eficiencia operativa se encuentran Argencard , Banelco, BankBoston, Cargill, Edenor , Edesur, Gas Natural BAN, Telefónica Móviles (Movistar), NCR , Shell CAPSA, Standard Bank y Telecom Personal. Tambien ha conducido talleres de formación en Acindar, Alto Palermo, Banco Galicia, Cresud, Disco, Dow Quimica, Grupo Consolidar, Irsa, Jumbo Retail y Sancor.

En el ámbito de la pequeña o mediana empresa, además de su trabajo como consultor, es expositor regular en el capítulo de la Argentina de Vistage (organización para CEOs y accionistas de PYMEs). Ha sido senior manager en la consultora internacional Andersen Consulting (actualmente, Accenture) y es autor de Project management. Un enfoque de liderazgo y ejecución de proyectos en la empresa (Ediciones Granica).

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