



Liderazgo- Habilidades Gerenciales- Competitividad: Un nuevo enfoque... (Spanish Edition)

Valietti Pérez Bengochea

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Tradicionalmente ha sido una constante, en los directivos en cualquier nivel de dirección, la preocupación por incrementar su eficiencia organizacional. Sin embargo, en la actualidad esto no es condición suficiente para garantizar el éxito debido al incremento, cada vez mayor, de la interrelación de la organización con el entorno turbulento. La experiencia demuestra que el éxito y la supervivencia, a largo plazo de las organizaciones dependen también de los progresos de su eficacia, mientras que los cambios internos afectan fundamentalmente su eficiencia. Una organización sometida a los efectos del entorno turbulento puede fracasar a pesar de ser muy eficiente. Según Drucker, “no es hacer las cosas correctamente, hay que hacer las cosas correctas”.

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