



La empresa sensual (Gestión del conocimiento) (Spanish Edition)

Jesús Vega de la Falla

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A la seducción de clientes, empleados e inversionistas

Es sabido que a través de la publicidad las empresas buscan atraer a los consumidores para que compren sus productos. Pero cada vez más esa táctica se vuelve obsoleta.

Las empresas que sobrevivirán en el futuro serán aquellas capaces de seducir y enamorar no sólo a los consumidores sino también a sus empleados, de quienes dependerán para cimentar sus estrategias, y a los inversionistas y accionistas quienes brindarán la posibilidad financiera de efectuar los cambios necesarios.

Para adaptarse a estos nuevos retos, las empresas han de cambiar su papel de instituciones formales con ejecutivos trajeados y pomposos mobiliarios, por una imagen que seduzca permanentemente a todos. Los ejemplos de Zara, Apple, Starbucks y Virgin son paradigmáticos.

El autor, que ha sido director de Recursos Humanos del grupo Zara/Inditex, conoce bien lo que es ser seducido y lo que se requiere para hacer que las empresas tengan sensualidad y logren enamorar tanto a sus clientes, empleados o inversores.

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