

Leggere Sergio Marchionne EBook Gratuito PDF/EPUB/mobi - Luca Ponzi



leggere Sergio Marchionne EBook gratuito PDF/EPUB/mobi Luca Ponzi , Chi era veramente Sergio Marchionne? Un manager visionario al pari dei più grandi, quali Steve Jobs, Bill Gates e Jeff Bezos, capace di affrontare il presente sognando il futuro oppure il duro che non esitava a scontrarsi con i sindacalisti della Fiom e a sbattere la porta e uscire da Confindustria. Marchionne il giocatore che riuscì a salvare la Fiat quando, sono parole sue, era "tecnicamente fallita", ma anche a giocare d'azzardo (o d'astuzia) con General Motors, passando in una notte di San Valentino da predatore a preda, fino alla conquista, per nessuno immaginabile, di Chrysler. Come per Valletta, il papà della 500, anche Marchionne ha segnato la storia della Fiat e del mondo automobilistico. Ma mentre il primo aveva spinto sulla motorizzazione di massa, facendo di Torino la capitale dell'auto, il manager italo-canadese ha scommesso sulla globalizzazione, convincendo a parlare inglese tutta l'azienda, nel frattempo divenuta FCA. Un manager duro, esigente, ma anche un uomo capace di slanci emotivi improvvisi, come raccontano i tanti episodi riportati in questo libro.

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