



Gerencia de La Rutina Del Trabajo Cotidiano (Spanish Edition)

Vicente Falconi Campos

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El lanzamiento, en 1992, del libro “TQC - Control de la Calidad Total en el Estilo Japonés” fue un gran impulsor para acelerar el Movimiento de la Calidad en Brasil, lo cual ha generado que se hayan vendido hasta la fecha más de 200.000 ejemplares. Este libro ha puesto a miles de brasileños y latinoamericanos en otro nivel de comprensión del significado del “TQC - Japonés”, habiendo facilitado el camino hacia la excelencia gerencial en centenas de empresas brasileñas y de otros países.

No obstante, a lo largo del trabajo con las empresas, el Dr. Falconi percibió la necesidad de ofrecer un texto que permitiera describir en detalle el proceso de mejora de la gerencia de la rutina cotidiana.

Por ello, él comenzó a trabajar en este libro con un objetivo en su mente: promover una GUÍA de fácil comprensión para que cada gerente o quien desempeñe un cargo de dirección pueda mejorar su nivel de gerenciamiento.

En este libro, resultado de su gran esfuerzo, fueron aplicadas algunas técnicas modernas de comunicación tales como el uso intenso de diagramas, desarrollo de temas por ítems y palabras claves resaltadas.

El libro, de fácil lectura, se aplica a las diferentes áreas de: administración, negocios, operación y servicios y ha sido, por supuesto, un factor de impulso al Movimiento de la Calidad en Brasil y de gran influencia en muchos países.

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