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Maria del Carmen Martínez Guillén

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El cambio cultural: calidad versus calidad del esfuerzo; calidad de productos versus calidad de servicio; Trabajo individual versus trabajo en equipo; jefe versus líder; responsabilidad versus implicación; visión de departamento versus visión de compañía; relaciones jerárquicas versus relaciones matriciales, etc. El clima organizacional: diferencia entre estructura y proceso organizacional; características de las organizaciones formales; los sistemas de dirección; clima de tipo participativo.

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