



# La empresa emergente (Spanish Edition)

*Rafael Echeverría*

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## **La empresa emergente (Spanish Edition)** Rafael Echeverría

El motor actual de las transformaciones históricas mundiales, viene dado principal e indiscutiblemente, por las empresas. Este factor las sumerge en una situación paradójica en la que tienen que liderar la construcción del futuro a la vez que su propia transformación. Entre los múltiples cambios que están asociados a esta situación, se destacan dos. En primer lugar, una profunda modificación en la figura central de autoridad que predominó en la empresa tradicional, marcada por la sustitución de un gerente/capataz, por un gerente/coach, al servicio de la capacidad de desempeño de su gente. En segundo lugar, y más importante, una transformación radical en el substrato emocional que definía a la empresa tradicional, que se apoyaba en el miedo; en la empresa emergente el miedo debe de ser sustituido por la confianza. Este no es un tema nuevo en el debate empresarial pero el atractivo adicional de la propuesta del autor es precisamente la manera cómo nos guía en una comprensión rigurosa sobre el fenómeno de la confianza y cómo, a partir de ella, logramos entender su importancia, y también, los factores que contribuyen a construirla, destruirla y reconstruirla.

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