



Lean banking (Italian Edition)

Mario Pagliaro

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Gli esempi concreti, le immagini, le idee e i link ipertestuali fanno di questo eBook uno strumento importante per chiunque in Italia si appresti alla trasformazione lean (snella) della banca.

I clienti delle banche non desiderano altro che servizi ad alto valore aggiunto, a costi bassi e in tempi rapidi. Questo libro sostiene che il modo concreto di darglieli è quello di riconnettere il lavoro manageriale e quello operativo; ridisegnando l'intera organizzazione del lavoro, basandola sulla domanda dei clienti.

John Seddon, Ennio Doris, Ferran Adrià, Digby Anderson, Giacomo Silvestri, Romano Bonfiglioli, Geminello Alvi e Luciano Attolico: sono alcuni dei manager, economisti, consulenti e teorici dell'organizzazione il cui pensiero -- e le cui esperienze pratiche -- fanno da supporto agli argomenti di questo indispensabile testo di management.



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