



Empreendedorismo: Dando Asas ao Espírito Empreendedor (Portuguese Edition)

Idalberto Chiavenato

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Seja para abrir a própria empresa, empreender uma firma, ganhar autonomia ou independência financeira, enfim, ampliar e expandir os negócios, a chave para a garantia do sucesso é apenas uma: conhecimento básico seguro e confiável. neste livro, Chiavenato oferece os principais itens necessários ao pequeno e ao médio empreendedor:

- quais as decisões iniciais e básicas para começar ou desenvolver o próprio negócio;
- como planejar, organizar, obter financiamentos e pessoal e, por fim, lançar ou alavancar um novo empreendimento;
- como assegurar a viabilidade, a competitividade e a sustentabilidade do negócio em um mundo em contínua mudança e transformação;
- como sustentar a lucratividade a curto prazo e o crescimento a longo prazo.

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