



Dar para recibir (Narrativa empresarial) (Spanish Edition)

John David Mann

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Una fábula moderna acerca de una idea tan antigua como eficaz. Una fábula de negocios en la mejor tradición de *¿Quién se ha llevado mi queso?* o *El mejor vendedor del mundo*. Gran éxito en los Estados Unidos con varias reediciones realizadas. Dar para recibir narra la historia de un joven ambicioso que busca el éxito a cualquier precio, pero cuanto más se esfuerza más lejos está de su meta, por lo que decide buscar consejo y conoce a una persona que se convierte en su mentor. Este le presenta a una serie de personas que siempre están pensando en cómo poder dar y aportar valor a la vida de los demás y, sorprendentemente, a cambio reciben el aporte de valor necesario para el propio éxito. Pese a la desconfianza inicial, el joven pronto puede experimentar personalmente el funcionamiento de la extraña causalidad existente entre dar y recibir. Este relato llegará al corazón de los lectores y muestra con gracia y simplicidad una nueva revitalización del antiguo proverbio de "dar para recibir". A pesar del escepticismo inicial que esa postura pueda ocasionar ya que la mayoría de personas se ríe cuando le dicen que el secreto del éxito es dar, los autores también recuerdan que la mayoría de ellas es mucho menos exitosa de lo que desearía ser.

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