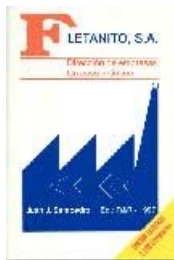


Dirección de empresas. Un caso práctico: FLETANITO, S.A.

Business management. A practical example: FLETANITO, S.A.



Author: [Juan José Sampedro Reiriz](#) [1]

Year of Publication: 1997

Pages: 199

ISBN: 84-922789-0-0

Genre: Sports and practical book

AUTUMN

2009

Season: AUTUMN 2009

Using the words of Mr. Carlos López Navaza: "The first guarantee for the reader, is that this is not another management theory book; quite on the contrary, it is a practical and real application to a company of the latest management methodologies and theories".

In the company called FLETANITO converge actual situations and characters (both physical and legal), but conveniently hidden in order not to hurt the feelings of these self-made professionals and theoretical executives from Business School.

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Additional information **Prizes and reviews:**

Edición limitada a 1.100 ejemplares en 2 ediciones. Distribución a través de las Escuelas de Negocios, Colegios profesionales y venta directa, en total 750 ejemplares distribuidos en la comunidad autónoma de Galicia.

Press reviews:

"INDICE. Revista de la Asociación de Antiguos Alumnos de la Escuela de Negocios Caixavigo". Número 12, páginas 18-20.

Reflections on two models of management in SMEs: MBA manager versus self-made, the third way.

The typology of the two styles of leadership can, indeed, be found in real life and has been one of the factors discussed in the book "Business management. A practical example: FLETANITO, S.A.", published this year by REIRIZ And REIRIZ, S.L. The article below is going to reflect on two unique styles of leadership: the modern, technical one offered by young graduates from Business Schools –here called MBA, as opposed to the conservative training and experience-based group of self-made professionals.

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