



El legado de Arthur Andersen: Un modelo de culto a la excelencia (Testimonios Empresariales)

(Spanish Edition)

Francisco López, Carmelo Canales

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Arthur Andersen llegó a ser un mito, un símbolo de la excelencia en el campo de los servicios. Sus profesionales eran admirados, y sus clientes reconocían sus actuaciones como ejemplo de la máxima calidad a la que se podía aspirar en los ámbitos de la auditoría y la consultoría. Fue la cuna de organizaciones líderes hoy en día en España, como Accenture, Deloitte y Garrigues. Escrito por dos exsocios de Arthur Andersen, y sin esquivar el polémico final con el caso Enron, pretende describir las columnas en las que se sustentaba su modelo de excelencia. Incluye testimonios de “exarturos”, que explican cómo les influyó la cultura de la “Firma” y cómo siguen llevando con orgullo el “gen Andersen”. En resumidas cuentas, un libro de obligada lectura para todos los que pasaron por Arthur Andersen y para aquellos que aspiran a alcanzar la excelencia. Además, de un fascinante ejemplo para las personas interesadas en el desarrollo organizacional y la construcción de modelos de crecimiento global.

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