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Ernesto Gore

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Acción, práctica y aprendizaje.

El management que conocemos se moldeo a principios del siglo XX en los ferrocarriles y en las fabricas de automoviles, consistia en decirle a la gente que debia hacer en cada momento. Hoy en día eso es cada vez mas dificil, porque estamos todo el tiempo enfrentando lo inesperado. El mundo actual se rige mas por la Internet que por los ferrocarriles. Y esas nuevas realidades necesitan una nueva matriz de pensamiento. Este libro es un anuncio de lo por venir: un management para la comprensión. La gente necesita menos órdenes que cumplir y más ayuda para comprender la organización y sus problemas. El motor ya no esta en la obediencia, sino en el significado. Las organizaciones son demasiado complejas y la realidad muy sorprendente como para poder decirle a la gente que es lo que debe hacer en cada circunstancia. Para gerenciar distinto, es necesario poder pensar la organización sobre nuevas bases. Este libro es una puerta a esa nueva matriz de pensamiento que liga la acción con la práctica organizativa y el aprendizaje.

Dijo el profesor David Perkins, de la Graduate School of Education de Harvard, sobre este libro: “Me gusta esa idea tan especial de que ‘las organizaciones no pueden ser explicadas solamente por las intenciones de sus actores’ ¡Qué cierto que es! Me pregunto qué pasa con las viejas ideas, qué es lo que les da tanto impulso […] cómo es que modelos de transmisión relativamente lineal prueban ser tan resistentes a lo nuevo”.

Ernesto Gore es profesor de la Universidad de San Andrés en Buenos Aires, donde fundó el Centro de Educación Empresaria y actualmente dirige la Maestría de Estudios Organizacionales. Ha sido académico visitante en la Harvard Graduate School of Education y en el escp Europe de París, entre otras universidades. Se especializa en capacitación laboral y ha actuado como consultor en muchas empresas de la Argentina y América Latina.

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