Changing cultural paradigms and mind-set of employees in the public sector: the TAP-Air Portugal Case

Image not readable or empty
/images/stories/virtuemart/product/caderno-165.jpg

Image not readable or empty
/images/stories/virtuemart/product/resized/caderno-165_90x90.jpg

caderno-165

Manuel João Pereira, Luís Valadares Tavares, Maria João Crespo, Tiago Cardão Pito, Robert Behn

Classificação: Ainda não foi avaliado

Preço:

P.V.P.(IVA Incluído): 10,00 €

Preço final: 10,00 €

48 h

Colocar questão sobre este produto

Descrição

Abstract:
Changing of the attitudes is one of the most difficult and important issues in the Public Sector. The TAP Air Portugal Case Study describes the strategy selected by the management team of the Portuguese Airline Company to change the culture and the way of working of one of the most emblematic national public companies that, in a particular difficult external environment due to globalization and intense competition, managed to improve significantly their results.