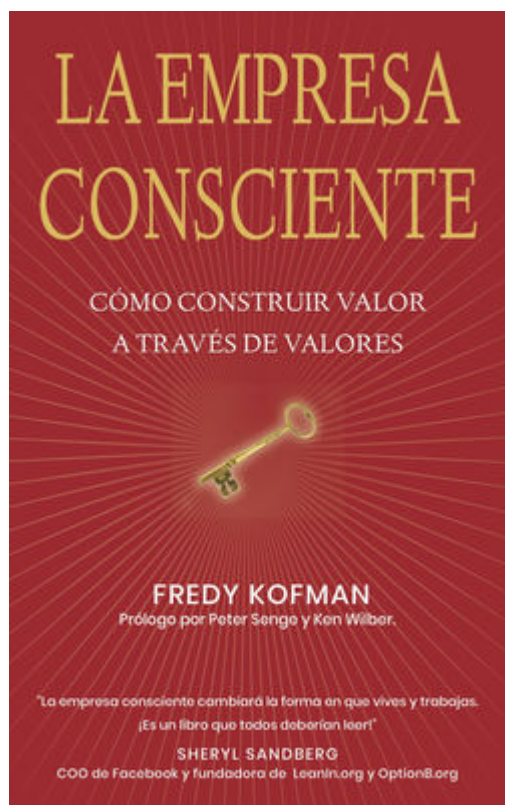


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La empresa consciente es el resultado de quince años de trabajo con directivos de compañías como Microsoft, Yahoo!, Cisco, Google, General Motors, Chrysler, Shell, Citibank, Unilever y muchas otras. Desde supervisores hasta altos ejecutivos comprobaron en la práctica la efectividad de las estrategias que propone Fred Kofman, con el objetivo de alcanzar:

- **Responsabilidad incondicional**, para convertirse en protagonista de la propia vida
- **Integridad esencial**, para alcanzar “el éxito más allá del éxito”
- **Comunicación auténtica**, para decir nuestra verdad y permitir que otros digan la suya
- **Compromiso impecable**, para coordinar acciones de modo responsable
- **Liderazgo honesto**, porque ser, más que hacer, es el camino hacia la excelencia

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