



## Remuneraciones inteligentes (Spanish Edition)

By Bernardo Hidalgo

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Una mirada sencilla para atraer, retener y motivar al talento.

¿Cómo diseñar un esquema de remuneraciones que atraiga y retenga el talento? ¿El dinero es el único instrumento de motivación? ¿Qué parámetros definen un salario competitivo? ¿Cómo recompensar según las cualidades y el desempeño de cada uno sin caer en favoritismos o injusticias? Estas y muchas otras preguntas encuentran respuesta en Remuneraciones Inteligentes, una obra llamada a convertirse en herramienta de uso cotidiano tanto para especialistas en Recursos Humanos como para quienes deben liderar a su gente hacia la ejecución de una estrategia organizacional exitosa y sustentable.

Bernardo Hidalgo es titular de Grupo Hidalgo, reconocida consultora especializada en Recursos Humanos que presta servicios a compañías de primerísimo nivel como Quickfood/Marfrig, Toyota Argentina, Santander Rio, Coca-Cola Femsa y Grupo Telefónica. Además, es docente y conferencista en prestigiosas instituciones académicas, entre otras, la Universidad Argentina de la Empresa (UADE), la Universidad de San Andrés y la Universidad del CEM

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