



# Ingeniería a lo bestia. Reflexiones empresariales fabulosas: 1 (Spanish Edition)

*Juan José Marcos Muñoz*

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Esta obra utiliza un doble lenguaje para describir la ingeniería, acercándola de una manera profesional (en las reflexiones) e intuitiva (en las fábulas) a múltiples audiencias. Su desarrollo presenta la ingeniería con una perspectiva práctica, con abundantes recomendaciones operativas, soportada por una fuerte base teórica. Los capítulos del libro se agrupan bajo dos grandes lemas: para qué hacer ingeniería y cómo hacerla. El para qué describe su conexión con la creación de valor y de negocio; mientras el cómo progresa a través de capas sucesivas: desde la creación y uso del conocimiento y su papel en la innovación, hasta los recursos técnicos que lo sustentan; desde la organización y gestión de la ingeniería, hasta las necesarias relaciones entre departamentos, y las causas y consecuencias de su disfunción; desde el desarrollo y gestión de proyectos, hasta el diseño y el proceso de diseño. En suma: un libro para que quienes practican la ingeniería encuentren inspiración para mejorarla, y para que quienes no la practican, encuentren la iluminación para entenderla. INDICE: Ingeniería y negocio. Ingeniería, conocimiento e innovación. Organización y gestión de la ingeniería. Desarrollo y gestión de proyectos. Recursos técnicos. Algunas relaciones interdepartamentales. El proceso de diseño. El diseño. Bibliografía.

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