



Transformación organizacional: una mirada comprehensiva de la gestión humana (Spanish Edition)

Carlos Mario Betancur, Mery Gallego

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Un sociólogo contemporáneo como Jean-Pierre Le Goff llama "la barbarie dulce" al tipo de dominación - sutil pero implacable- de la modernización que promueve el management de las empresas y de los sistemas de educación. Según Le Goff, estas retóricas, disfrazadas de buenas intenciones, contribuyen con toda su potencia a "desestabilizar a los individuos y a los colectivos, provoca estrés y angustia mientras que las terapias contemporáneas le sirven de enfermería social". Administrar el personal "a la americana", como promueven los manuales universitarios más vendidos, y como replican los programas de la mayoría de las universidades en Colombia, ha servido simplemente para reproducir la dominación y la barbarie dulce. Por eso, un ejercicio como el de Carlos Mario Betancur y Mery Gallego puede parecer modesto, pero muestra su aura esperanzadora cuando se le examina como semilla. También, cuando se sabe que está anclado a los propósitos de un programa veterano de especialización y de una joven maestría que se interesan -estos sí con cierta audacia- en los aspectos éticos. Por eso, se invita a leer su libro y a continuar, en la academia y en la práctica, la tarea que ellos aquí empezaron

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