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Gabs, dessinateur, et Jissey, journaliste et homme de marketing, sont chacun, dans leur domaine, des observateurs privilégiés de l'entreprise. Tous deux ont remarquablement perçu la distance qui sépare les grands principes du management de ses réalités.

Les managers rêvent de modèles et d'efficacité, les collaborateurs aspirent à plus de considération. Tous pensent qu'en période de crise et de concurrence acharnée, le client devrait devenir roi et le service nécessité.

Mais entre le dire et le faire...
Management, je me marre !

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