



La Motivation Dans Le Cadre Professionnel : Le Cas Procter Et Gamble (French Edition)

Gabriele Napolitano

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Le sujet de la motivation dans le cadre professionnel est un sujet de plus en plus important pour les travailleurs, mais également pour les entreprises elles-mêmes. Cette thèse naît de l'intérêt envers les opérations concrètes qui peuvent mener à une amélioration de la motivation personnelle et non pas envers les diverses théories motivationnelles existantes.

C'est pour cette raison que j'ai décidé d'analyser le comportement d'une entreprise de pointe dans son secteur, celui des biens de consommation, qui est également l'une des entreprises les plus importantes et influentes au niveau mondial : Procter & Gamble.

Nous verrons donc quel type de conséquences résultent de sa politique et de ses initiatives concernant la motivation du personnel, en insistant tout particulièrement sur les concepts de Promote from within et Diversity and Inclusion.

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