



SEMANA DE LA INGENIERÍA 2017

Construyendo una nueva identidad

DEL 6 AL 8 DE JUNIO



El último trabajador independiente

Ing. MBA Nicolas Minuchin

7 de junio de 2017



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Harvard
Business
Review

ORGANIZATIONAL STRUCTURE

Unbundling the Corporation

by [John Hagel III](#) and [Marc Singer](#)

FROM THE MARCH–APRIL 1999 ISSUE

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In the late 1970s, the computer industry was dominated by huge, vertically integrated companies like IBM, Burroughs, and Digital Equipment. With their vast scale advantages and huge installed bases, they seemed unassailable. Yet just ten years later, the power in the industry had shifted. The behemoths were struggling to survive while an army of smaller, highly specialized companies was thriving. What happened? The industry's sea change can be traced back to 1978,



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Gig Economy

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When your boss is an algorithm

In the gig economy, companies such as Uber and Deliveroo manage workers via their phones. But is this liberating or exploitative?



How Uber Uses Psychological Tricks to Push Its Drivers' Buttons

The company has undertaken an extraordinary experiment in behavioral science to subtly entice an independent work force to maximize its growth.

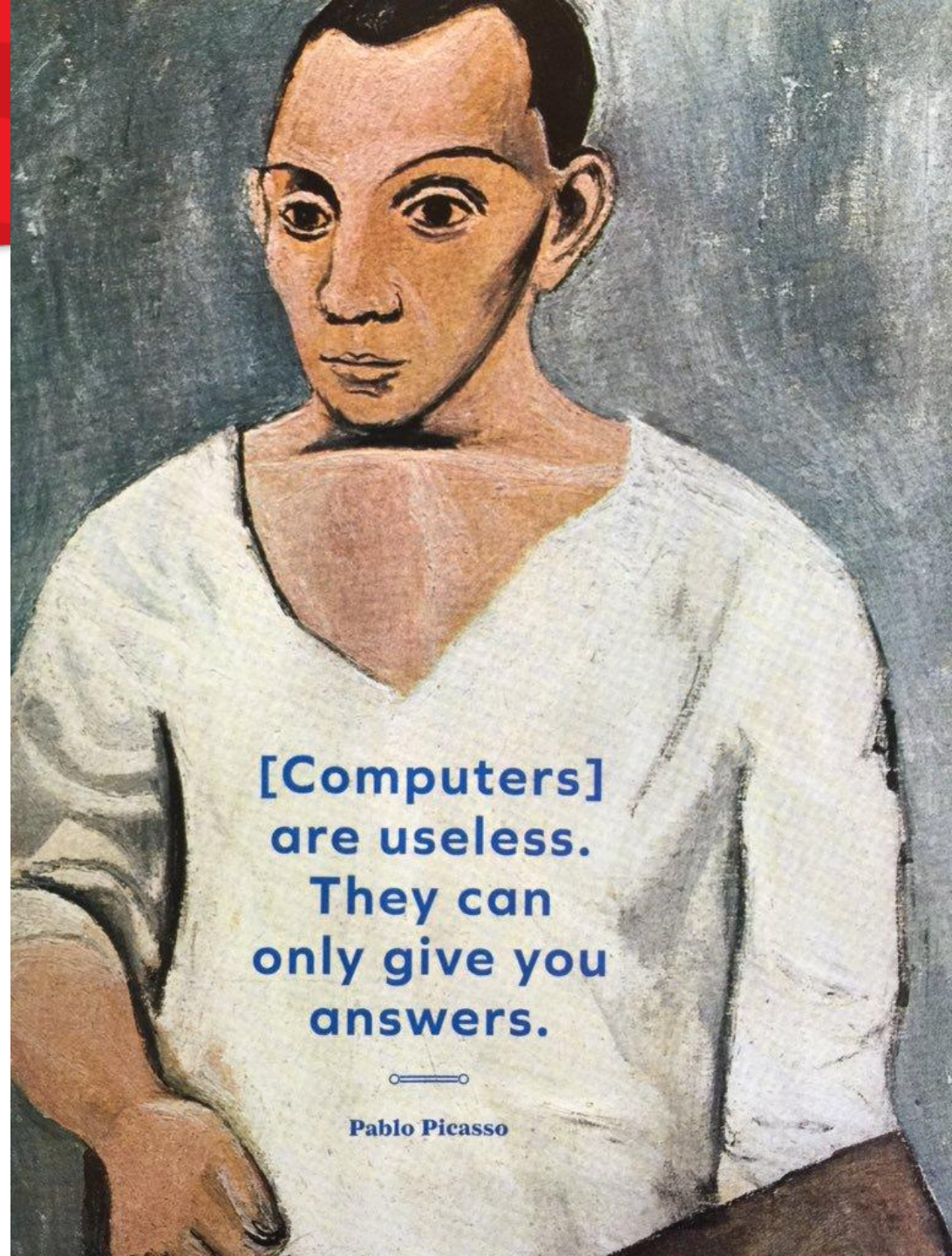
By NOAM SCHEIBER and graphics by JON HUANG | APRIL 2, 2017

The secretive ride-hailing giant Uber rarely discusses internal matters in public. But in March, facing crises on multiple fronts, top officials convened a call for reporters to insist that Uber was changing its culture and would no longer tolerate "brilliant jerks."

Notably, the company also announced that it would fix its troubled relationship with drivers, who have complained for years about



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**[Computers]
are useless.
They can
only give you
answers.**



Pablo Picasso



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¿Preguntas?



¡Muchas gracias!