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Innovacion 2.0 (Spanish Edition)



Synopsis

Esta obra muestra cómo desarrollar una verdadera cultura de innovación en la organización centrada en las personas. Este libro es el punto de partida hacia una nueva forma de entender la innovación empresarial centrada en las personas. A través de un diálogo socrático entre un directivo inquieto y un académico de una escuela de negocios, se van descubriendo los elementos clave para el desarrollo de una verdadera cultura de innovación en las empresas.

Book Information

File Size: 2481 KB

Print Length: 127 pages

Publisher: Profit Editorial; 1 edition (May 10, 2012)

Publication Date: May 10, 2012

Sold by: Amazon Digital Services LLC

Language: Spanish

ASIN: B00AWD0LIG

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #614,548 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #162

in Books > Libros en español > Negocios e inversiones > Micro Empresa y Empresariado

#624 in Kindle Store > Kindle eBooks > Foreign Languages > Spanish > Negocios y

Economía > #2647 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Entrepreneurship

Customer Reviews

While I would have enjoyed this book more if there was an English edition, the parts that were translated by a colleague for me were thought provoking and relevant to people in the business world. There were many good examples of how innovation can be developed inside an organization.

Le dan muchas vueltas al tema para llegar a la conclusión de ella. Pero es un libro entretenido y me ayudó a ver cosas que no había pensado

No es un mal libro para alguien que quiera tener una visión de alguno de los conceptos base de la

innovaci3n.

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