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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.

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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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