



Estrategias de negocio en la era digital

Material complementario de clases – Módulo 1

Módulo 1: Desarrollando una estrategia de negocios

- D.Collins & M.Rukstad, "Can you say what your strategy is", Harvard Business Review, April 2008
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- P. Ghemawat & J.Rivking, "Creating competitive advantage", Harvard Business Review, Enero 1998
- M.Porter; "¿Qué es estrategia?"; Harvard Business Review, Nov.-Dec. 1996.
- B. Tabrizi, E.Lam, K.Girard & V.Irvin "Digital transformation is not about technology"; Harvard Business Review, marzo 2019
- https://www.youtube.com/watch?v=8qhZXyZ_kpl