



Estrategias de negocio en la era digital

Material complementario de clases – Módulo 2

Módulo 2: Estrategia digital e inteligencia artificial

- T. Fountaine, B.McCarthy & T.Saleh; "Building the AI powered organization"; Harvard Business Review, Julio 2019
- Moran, M. (2016, February 16). La Agenda para el Desarrollo Sostenible. Desarrollo Sostenible. <https://www.un.org/sustainabledevelopment/es/development-agenda/>
- Chan Kim & R.Mauborgne; "Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space"; Harvard Business Review, Febrero 2015
- M.Iansiti & K.Lakhani; "Competing in the age of AI"; Harvard Business School, Enero-Febrero 2020.