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By Fernando Trias de Bes

Ediciones Empresa Activa, 2007. soft. Book Condition: New. Ser emprendedor constituye una postura vital, una forma de enfrentarse al mundo que implica disfrutar con la incertidumbre y la inseguridad de qué sucederá mañana. No existen ideas brillantes que, por sí solas, den lugar a negocios redondos: lo esencial es cómo un concepto se pone en práctica. Sin embargo el 90 % de las iniciativas fracasan antes de cuatro años y sólo el 3% de los manuales de empresa se dedican a explicar por qué. De ahí la relevancia de este libro. Fernando Trías de Bes, coautor de La buena suerte, analiza los factores clave del fracaso y define los rasgos que debe reunir un verdadero emprendedor: motivación y talento para ver algo especial en una idea que puede que otros ya conozcan. Pero, por encima de todo, es necesario disponer de un espíritu luchador: no fracasan las ideas, sino son las ilusiones las que se dejan vencer por falta de cintura, imaginación y flexibilidad para afrontar imprevistos. Fernando Trías de Bes, licenciado en Ciencias Empresariales y MBA por Esade y la University of Michigan, fundó su primera empresa a los veintiocho años y es coautor, con Álex Rovira, del best...



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