



INNOVAR PARA GANAR. EL MODELO ABCDEF

By TRIAS DE BES,FERNANDO/KOTLER,PHILIP

EMPRESA ACTIVA. soft. Book Condition: New. Un nuevo sistema de innovación empresarial: el modelo A-F Nuevo libro del coautor de La buena suerte Fernando Trías de Bes con el gurú mundial del marketing Philip Kotler. A través de un nuevo modelo de gestión de la innovación en la empresa, conocido como el modelo ABCDEF, los autores ponen sobre el papel años de experiencia en temas de innovación , marketing y gestión empresarial para la empresa actual. Este es un libro llamado a modificar la forma de pensar la innovación en las empresas. Práctico y directo se trata de un libro imprescindible para todo aquel que tenga responsabilidades de gestión en una empresa sin importar desde qué espacio lo haga.



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