



La convicción (Empresa) (Spanish Edition)

David González Castro

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Reflexiones de un emprendedor sobre cómo transformar con éxito un negocio

«¿Y por qué no...?». ¿Cuántas veces hemos formulado esta frase y nos hemos planteado una idea nueva? ¿Y cuántas veces hemos desistido de ella, o ni siquiera la hemos tenido en cuenta un minuto después de pensarla, porque no hemos creído? ¿Porque no estábamos convencidos?

David González Castro, presidente, consejero delegado y cofundador de Anuntis, expone una historia no de superación sino de convicción: la de un emprendedor que apostó por internet cuando el mundo web era un tabú y que, con convicción, esfuerzo, espíritu de equipo y anticipación, se ha convertido en referente en el sector online.

Una lectura indispensable para los emprendedores que quieran poner en marcha sus ideas y para todos aquellos que, en plena marea de la crisis, no se resisten a dar nada por perdido.

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