



Inteligencia empresarial (Plataforma Actual) (Spanish Edition)

Salvador Alemany

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Cómo enfocar bien la estrategia de futuro de las empresas

Este libro no es un manual de lo obvio. Es una apelación a la inteligencia. A la inteligencia que debe estimular cualquier emprendedor que quiera poner en marcha un proyecto. A la inteligencia singular que ha mostrado Salvador Alemany, presidente de Abertis y de la Fundación Abertis, quien en diálogo con Martí Saballs, periodista y director adjunto del diario Expansión, recorre el conjunto de sus aventuras personales y profesionales, desde sus experiencias como vicepresidente del FC Barcelona y presidente de su sección de baloncesto, hasta su esfuerzo resiliente en la gestación de la multinacional Abertis.

En *Inteligencia empresarial*, Alemany nos muestra de qué debe estar hecho el empresario de hoy, «siempre al hilo de la actualidad y de los profundos cambios económicos, empresariales y financieros». De sus reflexiones se desprende que el mundo de la empresa y el del deporte se parecen. Todo buen directivo debe ser como un entrenador: para ninguno existe una fórmula mágica, salvo superar el miedo a perder, asumir la responsabilidad y jugar la partida, aprovechando nuestros metros de ventaja...

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