



Ganar sin competir (legítimamente): Estrategia (Spanish Edition)

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¿Cómo ganar honestamente sin competir? La respuesta está en la innovación. Al crear algo que no existe se logra por definición un escenario temporal, en el que, como la idea es original, no hay competidores. De esta manera las empresas deben desarrollar la capacidad de innovación, no sólo porque se consigue una ventaja competitiva respecto a nuestros pares, sino además porque las posiciones de alta rentabilidad son cada vez menos duraderas. La innovación más relevante debe ser en la estrategia de negocios de la empresa. ¿Cómo? En este libro se lo explicamos. *Ganar sin competir (legítimamente)* enseña de manera fácil —pero no superficial— cómo aplicar los principales conceptos vigentes de estrategia competitiva en el diseño de un plan de negocios creativo.

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