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Aprender A Emprender / Learning To Be An Entrepreneur (Paperback)

By Vis Molina

Conecta, Spain, 2013. Paperback. Condition: New. Language: Spanish . Brand New Book. Los momentos críticos y las decisiones claves de los emprendedores españoles más innovadores. Hagamos una muesca en el universo. Steve jobs ¿Cómo se pasa de tener una idea a crear una empresa? ¿Cómo se empieza? ¿Qué impulsa de verdad a una persona a ser emprendedor y llevar adelante un proyecto a pesar de las múltiples dificultades que existen? ¿Cómo se superan las situaciones de crisis que inevitablemente aparecen a lo largo del camino? En este libro, los fundadores de Tuenti, Softonic, Atrápalo, Monvínic, Rusticae, Starlab, Mykoots o Bluespace, entre otros, narran su experiencia y sus vivencias como emprendedores, y nos explican cuál es el origen de sus iniciativas, el motor de su pasión y cuáles fueron los momentos críticos de sus carreras. Aprender a emprender pretende contagiar al lector la vocación para emprender, y transmitir la enorme satisfacción personal que representa impulsar un proyecto empresarial propio. Con un tono narrativo ágil, Vis Molina intercala las historias de estos jóvenes visionarios con las lecciones que han aprendido, desde sus inicios hasta la consolidación de sus negocios, para que el lector pueda compartir esas experiencias y aplicar ese aprendizaje a la...



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