



Rock-volución empresarial (Gestión del conocimiento) (Spanish Edition)

Salvador López

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¿Qué podemos aprender de la innovación de Pink Floyd, del liderazgo de Sting, del cantante de Iron Maiden, de la creatividad de Queen, de la adaptación al cambio de Genesis o Deep Purple, de la reinención permanente de Bob Dylan o U2?

Mucho más de lo que pensamos y son soluciones que son fácilmente adaptables por los directivos de empresas y por pequeños empresarios. Un repaso por la historia del rock, el marketing y la gestión empresarial.

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