



Empresas que van solas: El equilibrio del modelo de negocio como base del éxito (Spanish Edition)

Francisco López

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El secreto de las empresas de más éxito es que "van solas". Este libro trata de demostrar que la razón de que vayan solas es que evitan la entropía, o dicho, de otro modo, experimentan lo que aquí se bautiza como "an-entropía". Esas empresas tienen una fuerza interior especial. Han alcanzado un modelo de negocio que las autoimpulsa, algo que no consiguen las empresas normales. El autor trata de introducir ese nuevo concepto: la an-entropía, recogida de la física, y también trata de reflexionar sobre los elementos que hacen posible lo que llama la empresa an-entrópica.

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