



El estrategia (Spanish Edition)

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Basado en el aclamado curso de Harvard Business School, *El estratega* es una perspectiva radicalmente nueva del rol esencial de los líderes.

¿Eres un estratega? es la primera pregunta que Cynthia Montgomery le hace a los empresarios y altos ejecutivos de todo el mundo que participan en su afamado curso. No es una pregunta que esperen o que les importe mucho en el primer día de clases pero, cuando termina el programa, no se imaginan dirigiendo sus compañías sin estrategia notable, sin saber exactamente cuál es el perfil de un estratega de primer nivel.

Básicamente, la catedrática de Harvard entrena a los hombres de negocios para asumir los riesgos, medir el peligro y conocer las vertientes más profundas de lo que implica una estrategia sólida, eficaz y contundente.

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