



El perfil humano y profesional de los emprendedores digitales (Spanish Edition)

Jesús A. Lacoste

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Este libro recoge las entrevistas realizadas a los principales líderes del mundo digital con el fin de humanizarlos y permitir que otros tantos jóvenes indecisos los puedan tomar como modelos reales en los que inspirarse y motivarse para lanzar sus empresas digitales. Son personas ?de carne y hueso? con una mente brillante, que han tenido ideas brillantes y han sabido rodearse del mejor equipo posible. En este libro encontrarás ese retrato más cercano a la persona que se oculta tras el líder de éxito. Son padres, madres, amantes de la gastronomía, de los viajes, de USA, de Steve Jobs, visten casual y usan iphone. Pero además, han creado productos/servicios de éxito o han marcado tendencia en sus respectivos sectores. No están todos lo que son pero no todos han querido participar y/o ha sido imposible localizarlos.



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