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EMPRESA ACTIVA. soft. Book Condition: New. Un nuevo sistema de innovación empresarial: el modelo A-F Nuevo libro del coautor de La buena suerte Fernando Trias de Bes con el gurú mundial del marketing Philip Kotler. A través de un nuevo modelo de gestión de la innovación en la empresa, conocido como el modelo ABCDEF, los autores ponen sobre el papel años de experiencia en temas de innovación , marketing y gestión empresarial para la empresa actual. Este es un libro...

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