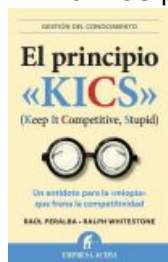


EL PRINCIPIO KICS

The KICS principle



Author: [Raúl Peralba](#) [1]

Publisher: [Ediciones Urano. SAU](#) [2]

Language: Spanish

Year of Publication: 2012

Pages: 192

Number of editions: 1

Spanish Retail price: 13.00€

ISBN: 978-84-92452-93-4

Genre: Others

AUTUMN

2012

Season: AUTUMN 2012

Paraphrasing the KISS principle in business (Keep It Simple, Stupid), this book of business strategy will help managers make their businesses and organizations more competitive. The authors' methodology is based on Jack Trout's teachings on strategic positioning.

Publishing rights available from **Company:** Ediciones Urano

CIF: A08847220

Address: Aribau, 142, pral.

Contact: Susana Jiménez

Phone: 902 131 315

E-mail: sjimenez@edicionesurano.com [3]

Website: <http://www.edicionesurano.com> [4]

Source URL: <http://217.160.225.169/node/12864>

Links:

[1] <http://217.160.225.169/node/12898>

[2] <http://217.160.225.169/node/35549>

[3] <mailto:sjimenez@edicionesurano.com>

[4] <http://www.edicionesurano.com>