
Emprendiendo hacia el 2020

Entrepreneurship Towards 2020

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Publisher: [Deusto](#) [2]

Year of Publication: 2009

Pages: 256

Genre: Others

SPRING

2010

Season: SPRING 2010

After the success of the book *Emprendiendo hacia el 2010*, the new version of this management classic has been totally revised and updated. It provides a thorough but entertaining analysis of the process of creating companies. It looks at the life cycle of a company, starting with the conception of the project and the creation of the business plan, moving on to setting up the company and watching it mature, and finishes by formulating growth strategies. Nueno puts the necessary tools within the reach of board members and managers so they can work solidly and securely within an unstable context that is heading towards a future full of unknowns. The book is a work of art in itself, and Pedro Nueno brings it up to date with new practical cases that are of great interest to anyone who finds himself leading a team of people. Within the framework of the Harvard and the IESE school of thought, this is a human, realist and ambitious approach to the phenomenon of entrepreneurship.

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