

Los tiburones han muerto (pero no se han dado cuenta)

The Sharks Are Dead (but they haven't realised)



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The rules that governed the world in recent years are now a thing of the past. The 'sharks', who were everywhere, who were so celebrated and did so much harm, are dead, but they haven't realised. They think their ethos is still in force, but they have stopped being role models. The question now is, if the sharks are dead, who will take their place? This book is about the values and behaviours people should follow in their lives and work. In the face of gurus who preach that the only way to succeed is to be more inhuman than the rest, eat or be eaten, and that moral principals are an obstacle to progress, the return of values seems inevitable since success is not the product of either chance nor luck, and much less evil.

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