
La Innovación: Factor clave del éxito empresarial

Innovation: The key to success in business



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In the new 21st-century economic environment, characterised by globalisation and the drastic changes produced by the transition to the Information Society, companies must focus their efforts in improving competitiveness at an international level, with a clear commitment to innovation and the use of new technologies as the key factors in guaranteeing survival in ever more competitive and demanding markets.

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