



## The Truth about Business Today - Spanish (Paperback)

By Carlos Dias

Executive Learning Systems, Inc., United States, 2005.

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What is the fundamental truth of business today? The simple answer is that all markets today are highly competitive and volatile.

Today's hot new product or idea has a shelf life of sometimes less than a year. There is little time for resting on one's

successes. Constant innovation coupled with a solid business model and strategy are what's needed. But, even these cannot

remain static. In The Fundamental Truth of Business Today,

Carlos Dias explains how he takes an organization through an organic process, what he calls his Divergent Strategic

ThinkingT Process, to develop the internal systems they need to thrive in this rapidly changing and highly competitive market.

Carlos proposes that in an unpredictable world, Divergent Strategic ThinkingT emerges as a virtue of innovative,

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