



27 conversaciones con emprendedores españoles

By Fernando Giner de la Fuente

ESIC Editorial, 2013. Book Condition: New. Para que una persona sienta deseos de ser algo tiene que enamorarse de ese algo. Uno de los caminos para cambiar la mentalidad de nuestros jóvenes es dar a conocer que en España hay emprendedores y los hay de valía. Hacer pública su historia, sus sueños, sus metas, sus inicios. Que los jóvenes que ahora están estudiando vean que no solo hay historias como las de Mark Zuckerberg (Facebook) o Steve Jobs (Apple), sino que también hay historia de José, Ricardo, Juan, María o Isabel, gente como ellos que se han lanzado al ruedo del emprendimiento con éxito. Que no es un imposible. España está atravesando posiblemente la etapa más difícil de su historia moderna. Las perspectivas no son nada halagüeñas y no auguran nada bueno. Nuestro país, aunque parezca lo contrario no ha sabido crear un tejido industrial fuerte, diversificado e innovador, a semejanza de otros países como Corea del Sur que hace 30 años estaban muy atrás y hoy están a la cabeza de la competitividad. Ciertamente tenemos algunas empresas importantes, multinacionales, pero después viene un triste cuasi-desierto. Nuestro tejido empresarial está muy atomizado, poco profesionalizado, faltan capacidades directivas y de...



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