



Recetas para crecer en tiempos de crisis (Spanish Edition)

Mario Borghino

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El mundo ha cambiado y para entenderlo usted también tiene que cambiar radicalmente el modelo de cómo se hace dinero en su negocio... o morirá en el intento. En sus múltiples trabajos de asesoría, Mario Borghino ha descubierto "Cuatro Tendencias" que las empresas exitosas han aplicado en medio de la crisis para poder crecer. Los triunfadores han dejado atrás la guerra de precios, que destruye sus utilidades, para ahora vender conceptos y no productos. Con ello también han redefinido el concepto de su empresa. En el presente libro usted podrá encontrar la receta exacta para su negocio y al aplicarla crecerá a pesar de la adversidad. Se trata de cambiar las reglas del juego del pasado. No importa el tamaño de su negocio, comercio o empresa, si tiene problemas de crecimiento por la crisis, la lectura de estas páginas es obligatoria. Sin duda, uno de los grandes aciertos de esta obra son las entrevistas que Mario Borghino ha realizado a los directivos de empresas que han crecido significativamente durante la crisis: Bimbo, American Express, Mexichen, Grupo Grisi, Farmacias del Ahorro y El Tizoncito. Todos ellos comparten con los lectores sus modelos de éxito. El estado de crisis que muchos esperan termine más pronto que tarde, es el nuevo modelo de vida de los negocios. Y quienes comprendan esto, sabrán que la crisis no es otra cosa que una oportunidad de cambio y de crecimiento. "No innove para mejorar, innove para cambiar las reglas de juego del mercado"

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