



El secreto de Cancún (Spanish Edition)

Alberto Levy

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El secreto de Cancún (Spanish Edition) Alberto Levy Hoy tienes que decidir qué otro ayer quieres para mañana

En este libro, Alberto Levy desarrolla los puntos más importantes de la estrategia empresarial que denomina *mapeo del futuro*; es decir, cómo dirigir a una empresa para potenciar su viabilidad a largo plazo. Para alcanzar ese objetivo, el autor presenta su «caja de herramientas»: una serie de conceptos y de métodos que bautizó como *el secreto de Cancún*.

Levy construye un viaje ficcional a Cancún donde reúne a siete amigos (inventados pero no tanto), con quienes desarrollará estas «herramientas» para que una empresa pueda ser capaz de proyectarse en el futuro y alcanzar así el éxito en un mercado cada vez más cambiante y competitivo.

Este libro está dirigido a todos los involucrados en la formulación y en la ejecución de la estrategia de la empresa; así como también a aquellos que han decidido estudiar Dirección de Empresas. Además, puede ser aplicable a organizaciones no gubernamentales dedicadas a otras misiones, como lo social o lo ambiental.

“Sin ventajas competitivas no se puede competir. Si las tienes lo más probable es que las pierdas. Si no eres el mejor en lo que haces, no lo vas a seguir haciendo mucho tiempo”, por medio de estas premisas Levy busca que tomemos conciencia sobre las exigencias del mercado para tener un futuro promisorio. Para él es fundamental poder adelantarse a los hechos; cambiar antes de verse obligado a hacerlo.

Conocer *el secreto de Cancún* es una necesidad de primer orden para cualquiera que se preocupe por un futuro exitoso para su empresa.

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