



La clave es la servilleta/ The Back of the Napkin: Resolver Problemas Y Vender Ideas Mediante Dibujos/ Solving Problems and Selling Ideas With Pictures (Spanish Edition)

By Dan Roam

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Que pasaria si existiera un modo de hacer mas eficiente y efectiva la solucion de problemas empresariales y ademas mas divertido? Lo hay. Se llama pensamiento visual y es el tema de este libro: resolver problemas mediante dibujos. Cual se imagina usted que es el problema mas desafiante en los negocios? Es de caracter global y va en aumento o es pequeno y personal? Es de caracter politico tecnologico o emocional? Tiene que ver con el dinero los procesos o las personas? El pensamiento visual significa aprovechar la capacidad innata para ver tanto con los ojos como con el ojo de la mente para poder descubrir ideas que de otro modo serian invisibles desarrollarlas rapida e intuitivamente y luego compartirlas con otras personas de una manera que ellos puedan captar de manera simple. Es eso bienvenido a una manera totalmente nueva de ver los negocios.

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