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Hace más de treinta años Arnoldo Hax y Nicolás Majluf comenzaron una intensa colaboración académica en temas de Gestión Estratégica que hasta hoy ha influido en un gran número de empresas en Chile y el mundo que han aplicado con éxito sus conceptos tendientes a mejorar los procesos de gestión. Este libro recoge su trabajo profesional y académico y recapitula las enseñanzas que ambos autores consideran esenciales para la formulación e implementación de la estrategia. Las diez “lecciones” que aquí se presentan son profundamente relevantes para afrontar los desafíos que enfrentan las compañías en el mundo de hoy, caracterizado por una alta complejidad y competitividad en todos los rubros y negocios.

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