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Juan José Goñi Zabala

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ÍNDICE: El espacio social de la innovación en la empresa. Detrás del cambio siempre hay un líder: líderes empresariales; los empresarios innovadores que empiezan; las organizaciones innovadoras. ¿Un innovador u muchos innovadores?: la innovación es cosa de todos; un perfil múltiple para el proceso innovador. La innovación requiere un estilo de dirección: estilos de dirección para la innovación; valores y visión compartida.

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