

Manifiesto Crowd: La empresa y la inteligencia de las multitudes by Antoni Gutiérrez-Rubí & Juan Freire

Author	: Antoni Gutiérrez-Rubí & Juan Freire
File Size	: 141132 kb
Status	: Available
Last Access	: 11 minutes ago

Manifiesto Crowd

La empresa y la inteligencia de las multitudes



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Antoni Gutiérrez-Rubí
Juan Freire
con la coordinación de Ricard Espert
y prólogo de Francis Pisani



Description **Manifiesto Crowd: La empresa y la inteligencia de las multitudes** by Antoni Gutiérrez-Rubí & Juan Freire

Manifiesto Crowd es un libro de Antoni Gutiérrez-Rubí y Juan Freire con prólogo de Francis Pisani. El proyecto forma parte de un proceso de reflexión de los autores en torno a la influencia de las multitudes inteligentes en el ámbito de las organizaciones empresariales. La participación de Francis Pisani permite corroborar la tesis del libro a través de su viaje al mundo de la innovación. En la última parte del libro, Antoni, Juan y Francis lanzan 66 sentencias que configuran el Manifiesto y permiten definir la empresa en la era del Crowd. Esta propuesta inicial está abierta a las aportaciones de los lectores.

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La empresa y la inteligencia
de las multitudes



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