



Clústers: 1 (Gestión del conocimiento) (Spanish Edition)

Joan Martí Estévez

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Un clúster de negocios es una agrupación que puede ser geográfica o temática de productores, y proveedores de determinados productos. La idea es que empresas competidoras de un mismo sector pueden unirse para obtener mayor negocio para todos en general.

España, y especialmente la comunidad catalana, es un país pionero en la confección y agrupación de clústers.

En este libro, el autor sistematiza todos los pasos que permiten llevar adelante un clúster con éxito y analiza las ventajas de llevarlo a cabo.

Con ejemplos vividos en primera persona por el autor, se acompañan ejemplos de todo el mundo.

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