



## Mayonesa 3 (Spanish Edition)

*Alberto Levy*

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## **Mayonesa 3 (Spanish Edition)** Alberto Levy

estrategia, cognición y poder competitivo, 3º versión , En 1997 se publicó la primera versión de Mayonesa, en la que relataba la batalla competitiva entre tres empresas por la generación de rentabilidad y valor económico en el mercado de las mayonesas. Las tres empresas eran inventadas. Las marcas eran inventadas. Pero la metodología de estrategia y desarrollo competitivo era real. La que empleamos en cientos de empresas de casi todos los sectores económicos. Por primera vez, mostramos sin secretos nuestros conceptos y nuestros métodos de trabajo. Invitamos al lector a conocer el backstage de la estrategia y del poder competitivo. El libro fue un éxito en todos los países en los que se presentó. En esta versión totalmente renovada hemos actualizado profundamente los conceptos anteriores, hemos incorporado otros completamente nuevos y hemos detallado la metodología de última generación que empleamos en la especialidad de asesoramiento en estrategia, cognición y poder competitivo.

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