



# Inspiración extrema: Estrategias, innovación y magia se conjugan para desarrollar mejores negocios (Spanish Edition)

*Diego Pasjalidis*

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# Inspiración extrema: Estrategias, innovación y magia se conjugan para desarrollar mejores negocios (Spanish Edition)

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## **Inspiración extrema: Estrategias, innovación y magia se conjugan para desarrollar mejores negocios (Spanish Edition)** Diego Pasjalidis

Este libro comparte el modelo de estrategia e innovación que permitió a dos jóvenes magos -que vivían de propinas por su arte callejero- convertirse en empresarios exitosos y ser reconocidos a nivel mundial con el Merlin Magic Award, premio internacional entregado a magos de la talla de Siegfried & Roy, Penn & Teller, David Copperfield y Criss Angel, entre otros.

Pasjalidis presenta y desarrolla el modelo de la Cruz Inspirativa que ha aplicado con éxito en compañías de diferente tamaño y de diversas industrias, en un libro ameno y práctico, con ejercicios simples, pensados para que profesionales, emprendedores y empresarios realicen diagnósticos rápidos y precisos, y construyan estrategias sólidas y originales para desarrollar mejores y más rentables negocios.

"Diego Pasjalidis es un verdadero innovador. No sólo porque apuesta a una interpretación lúcida y aguda del mundo entrepreneur y de los negocios, sino también porque logra hacerlo de manera creativa y vivaz."

DANIELA BLANCO

Periodista, editora, infobae.com

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