



Not Knowing (No Saber): El arte de transformar la incertidumbre en una oportunidad (Accion empresarial) (Spanish Edition)

Steven D'Souza, Diana Renner

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Aprenderás, mediante casos reales, cómo el No Saber rescata a una empresa de la bancarrota y la convierte en una de las que tiene mayor crecimiento en los Estados Unidos; cómo una pequeña empresa en Colombia aumenta sus ventas anuales de forma excepcional, cómo un ingeniero y un chef descubren por error la «salsa secreta» que les lleva tres años reproducir o cómo un vicepresidente de una empresa mediana dirige a su equipo hacia lo desconocido. Este libro te llevará por el viaje del No Saber. Te animará a desarrollar la mentalidad adecuada para que te enfrentes a lo desconocido y avances, en vez de meramente sobrevivir. Desarrollarás la capacidad de no solamente tolerar lo desconocido, sino también de usarlo en tu beneficio.

"Knowledge and expertise are highly valued in today's business world. These values are introduced at an early age by our education system, and at work, we are assessed based on what we know, on having the answers and solutions. Our need for certainty, to know what's going on, to have all the answers, exerts strong pressure in our lives. This award-winning book offers an alternative, contrarian approach to dealing with such pressures - and to embrace "not knowing" rather than fearing it. The authors argue it is by "not knowing" that we in fact develop an exploratory mindset, and we discover, engage and create new ways to deal with business and management problems and issues. The book is supported by stories of individuals and the positive change they made in their lives through "not knowing". Solving new problems with old ways of thinking are no longer useful in the new world."

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