



Emprendimiento innovador y microempresas en red (UOC Business School) (Spanish Edition)

Joan Torrent i Sellens

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El proceso de transición hacia la economía global del conocimiento, caracterizado por la importancia decisiva de las tecnologías de la información y la comunicación (TIC), los flujos de conocimiento y la interconexión en red, está cambiando radicalmente los procesos de generación de valor y las formas de los negocios. En este contexto, se suele afirmar que para salir de la crisis la economía española necesita empresas más grandes. A lo largo de este libro, y a través de diez ideas básicas, evidenciaremos que esta afirmación no es estrictamente cierta. En España la salida de la crisis económica pasa, inevitablemente, por la construcción de un tejido de microempresas que emprenda, coopere, colabore, innove, se internacionalice y se articule en red. Sin la construcción de una red de negocios no hay salida eficiente y equitativa posible de la crisis económica actual.

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