



Innovación en negocios para mentes digitales (Spanish Edition)

Rodrigo Espinoza

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Desde la aparición de Internet se viene configurando un mundo sostenido en una economía digital que ha cambiado la forma de concebir los negocios, sus arquitecturas financieras, la relación instantánea con los grupos de interés y la creación de valor en torno a un bien o servicio intangible. Este libro, en este sentido, analiza y sistematiza la forma en la que crea ese valor para el cliente y la manera en cómo se distribuye a los emprendedores. Para ello, el autor analiza patrones de innovación en modelos de negocios.

Como complemento, incorpora una particular metodología para emprendedores que permite valorar empresas en etapas tempranas y crear un discurso (Elevator pitch) para abordar exitosamente el proceso de negociar con potenciales inversionistas, empleados, clientes y sostener desde el punto de vista de la estrategia, el mercado, la ingeniería, la organización, el entorno legal y las finanzas, un relato coherente.

Hay aquí, una mezcla justa de teoría y práctica. La primera, basada en la experiencia del autor como profesor universitario de diversas escuelas de negocios chilenas y latinoamericanas. La segunda, como emprendedor, complementada con la visión de Silicon Valley en cuanto al emprendimiento e innovación de negocios tecnológicos de alto impacto.

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