

Descargar libros Aventuras empresariales gratis (PDF | ePub | Mobi) John Brooks DG Media



¿Qué tienen en común el fiasco del modelo de coche Ford Edsel, el fulgurante ascenso de Xerox y el increíble escándalo de General Electric? Pues que todas ellas son empresas emblemáticas que, en un momento dado, saltaron a la fama por algún hecho concreto y que John Brooks recoge en este libro. Historias sobre Wall Street, sobre sus defectos y sus excesos, con personajes fascinantes que entrelazan drama y aventura, y revelan las maquinaciones y la naturaleza volátil del mundo de las finanzas.

Es irrelevante si Brooks nos está contando el asombroso desplome del mercado bursátil de 1962, los defectos del impuesto federal sobre la renta o el audaz intento por parte de los banqueros estadounidenses para salvar la libra esterlina, uno tiene la sensación de que la historia se repite en la actualidad.

Title	:	Aventuras empresariales
Author	:	John Brooks
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