



Memoria del futuro:El arte de reinventarse (Spanish Edition)

Antonio Linares, Fernando Iglesias

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Guzmán Gorostiza, presidente de éxito como tantos otros de la vida real, toma conciencia de que su mayor reto profesional es sobrevivir a la dinámica del mercado. Su reto se lo imagina como un remolino: nadar para evitar ser tragado, imposible avanzar. Mucha eficacia y poca ilusión. Guzmán emprende un viaje con unos amigos cuyo fin es reinventarse. Este viaje también representa un viaje vital en el que recuperará gran parte del espíritu emprendedor que le llevó a tener éxito. Este libro basa su tesis en que utilizamos la misma parte del cerebro para percibir que para imaginar. Cuando percibimos generamos memoria (del pasado); en cambio, al imaginar generamos memoria (del futuro), cuestión fundamental para innovar y acometer el futuro no ya desde lo que somos, sino desde lo que podríamos llegar a ser, fruto de los futuros posibles que podríamos afrontar. Este es un libro de innovación y creación estratégica. La obra intenta trasladar, de forma novelada, el proceso seguido a la hora de crear un equipo capaz de imaginar futuros posibles y hacer realidad un solo presente. **INDICE RESUMIDO:** Un alto en el camino. Un equipo para aprender. Un viaje imaginario al futuro. El encuentro. Seis años después

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