

Esto tiene buena pinta

That Looks Good



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With its generation of excellent chefs, the world of contemporary Spanish haute cuisine can teach entrepreneurs a great deal about looking for new ideas and show businesses how to re-invent themselves by aiming for the highest levels in their sector. In this book, Ignacio Ochoa analyses the success of Spanish cuisine and draws conclusions on how this sector's vision of creativity and innovation might help entrepreneurs and business people from any field to set up a new business or re-invent a pre-existing one.

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