

La pelota no entra por azar

The ball doesn't go in by chance



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How do you put together a winning team and why does it stop winning one day? How does a good leader act? How do you close a deal successfully? How do you manage highly talented human capital?

This book is a calm, honest reflection, a manual littered with amusing and powerful anecdotes that will fascinate both those who love football and those who work in the business world.

Ferrán Soriano was Vice President of Barcelona FC from 2003 to 2008. At this point, on the edge of bankruptcy, dispirited and with an antiquated management structure, the club underwent a brilliant transformation until it became one of the best cleaned up and most successful, modern clubs in Europe.

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