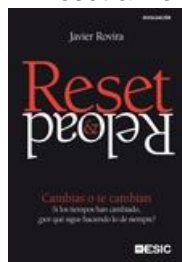


Reset Reload

Reset & Reload



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Three years after the start of the crisis, 10% of companies have closed their doors;; unemployment is over 20%; we have dropped 16 places in competitiveness and consumption and exports have not reached their former levels. In these circumstances it is not enough to apply the old ways of thinking.

Reset & Reload questions the current business paradigms, from metrics to relations between companies and their employees, touching on strategic elements such as differentiation, price setting, distribution and sales or the mythification of the online world. It then suggests practical alternatives to allow us to face a more competitive future, unquestionably different from the past we have left behind.

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