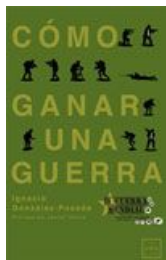


Cómo ganar una guerra

How to win a war



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'How to win a war' is a historical review of the Second World War from a different point of view (focusing on the historical and business lessons that we can take away for our own time). Comparing strategies taken by the Allies and the Axis powers with those taken by managers and executives, Ignacio González-Posada creates a vivid portrait of the events that changed the world and affected its development in a crucial way until the fall of the Berlin Wall.

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