



# **Marcas que sueñan: Sólo las empresas que sueñan sobresalen (Temáticos Sectoriales) (Spanish Edition)**

*Xavier Oliver Conti, Elisenda Serra Masip*

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El Bulli, Mercadona, Bausch&Lomb, Coca-Cola... son marcas que «lo tienen». De hecho, todas las empresas que verdaderamente sobresalen tienen ese «algo» en común. Sin embargo, hablar de algo que no tiene nombre es como asumir que tal cosa no existe, así que los autores lo han denominado sueño. Hoy en día, lo único que puede hacer sobresalir a una empresa es que sueñe, y que su sueño sea compartido y nos llegue a todos. El potencial del sueño empresarial es ilimitado y cualquier marca, por pequeña que sea, puede sobresalir gracias a la persecución de su propio sueño.

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