



The Truth About Business Today

Carlos Dias

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What is the fundamental truth of business today? Today's hot new product or idea has a shelf life of sometimes less than a year. There is little time for resting on one's successes. Constant innovation coupled with a solid business model and strategy are what's needed. But, even these cannot remain static. In *The Fundamental Truth of Business Today*, Carlos Dias explains how he takes an organization through an organic process, what he calls his Divergent Strategic ThinkingT Process, to develop the internal systems they need to thrive in this rapidly changing and highly competitive market. Carlos proposes that in an unpredictable world, Divergent Strategic ThinkingT emerges as a virtue of innovative, successful entrepreneurs.

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