



A contracorriente (Empresa (plataforma)) (Spanish Edition)

Eduardo Fernández, Álvaro Matud

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El caso de BlackBerry en España: el nuevo management en la era digital

Esta obra es una guía práctica que desvela las claves del éxito de BlackBerry en España a través de diez lecciones de comunicación y del nuevo management en la era digital.

La subsidiaria española consiguió cerrar el año 2011 situando a BlackBerry como líder del mercado de smartphones con un 192% de crecimiento interanual, según cifras de Canalys, y ello a pesar de la fuerte recesión económica y tras gestionar una de las crisis con mayor impacto del sector tecnológico, el 12 de octubre de 2011, un episodio que ayudará al lector a comprender el tremendo poder del entorno digital y que muestra cómo transformar las circunstancias más adversas en la mejor de las oportunidades.

A contracorriente presenta los aspectos esenciales de una compañía que ha revolucionado la forma de comunicarnos, convirtiéndose en el estándar «de facto» para adolescentes y jóvenes, además de serlo para profesionales de alto rendimiento. Una historia «a la contra» del equipo español, basada en sus valores y principios y en su innovadora forma de gestión, que les ha llevado a ser referencia en la región europea dentro de su compañía.

No es un éxito casual. Desde la propia experiencia de Eduardo Fernández y el análisis de Álvaro Matud, esta guía disecciona el trabajo de una empresa referente en un entorno de crisis, exponiendo, con ejemplos ilustrativos y anécdotas únicas, cómo se ha gestado el boom de BlackBerry y las razones de su crecimiento en España.

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