

Carrera profesional: con la innovación como clave




Enrique Dans

<http://www.enriquedans.com>

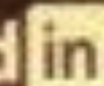


Santiago de Compostela - 16 de octubre de 2017

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Historias de éxito



- **B.Sc. (Biology), Universidade de Santiago de Compostela**
- **MBA, Instituto de Empresa**
- **Doctor (Ph.D.) in Management (Information Systems), UCLA**
- **Post-Doctoral studies at Harvard Business School**
- **IS/IT Professor at IE Business School since 1990**
- **Senior advisor for Innovation and digital transformation at IE University**
- **Blogger and permanent collaborator in economic, general and technology press, radio and TV in Spain**
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- **Research interests: how technology affects firms and individuals in a broad sense (work done in media, auctions, marketing), B2B and e-marketplaces, effect and assessment of IT investments (specially in SMEs), CRM, ERPs, corporate blogging and communication...**
- **Truly, madly, deeply in love with what I do**

Mariscadas y fiesta «por todo lo alto» en La Coruña, donde se vendió el segundo

Siete mil millones fueron para los trabajadores de Empetrol

Madrid

Si todos los premios llegan por sorpresa, el segundo del sorteo de ayer la tuvo mayor aún. Cuando los poseedores del 56320 habían ya tachado el número, vino la rectificación. Las 125.000 pesetas que Sonia López Alegre había cantado se transformaban en 120 millones. Un despiste de la niña provocó unos segundos de incertidumbre, que finalmente se resolvieron con la confirmación del premio, que viajó íntegro a La Coruña.

Todos estaban ante el televisor, o la radio, con la lógica expectación. El segundo premio llegó poco después de las nueve y media. Los niños José Luis López Franco —que extraía los números—, Luis López Cabrera y Sonia López Alegre cantaban la segunda tabla. Tres o cuatro números después del 56320 se advirtió en la mesa que preside el sorteo que a este número no le correspondían ciento veinticinco mil pesetas, sino ciento veinte millones. El sorteo quedó entonces unos minutos paralizado. Nadie sabía explicarse qué pasaba y todos tenían el corazón en un puño. Unos pensaban que, de verdad, les había tocado el segundo premio. Otros pensaban que no, que se trataba de un error, y comenzaron a producirse algunas discusiones. Mientras tanto, continuaban extrayendo

guez Candomio el pasado día 15, y fueron vendidas después en ventanilla.

En Empetrol, antes Petroliber, todos estaban exultantes de gozo y alegría, «aunque tenemos la tristeza de que algunos compañeros que llevaban otros números se han quedado sin nada». La refinería se halla a unos seis kilómetros de La Coruña, en Bens, en la carretera de la Costa de Finisterre, y los primeros en llegar fueron, por este orden, los banqueros y la Prensa. Cuando se recibió la noticia, la alegría cundió inmediatamente. Gonzalo López, recepcionista, fue el primero en contestar a las preguntas de ABC: «¡Está muy repartido porque es el número que compra todos los años el Grupo de Empresa. Yo creo que todos llevan alguna participación. ¿Qué voy a hacer con esos millonciños?

- **Hubo un pequeño desconcierto al no cantarse el premio correspondiente con el número agraciado**

amigos participaciones a cambio de otras, por lo que en La Coruña debe de estar muy repartido el segundo premio.»

Para trabajadores —más de mil— como los que cubren la plantilla coruñesa de Empetrol (y que han dicho a ABC que «no nos podemos quejar de los niveles económicos»), «todo viene muy bien, porque siempre hay algún agujero que tapar». José María Chousa ya está pensando en el «fin de año primoroso en La Toja» que va a preparar con su familia.

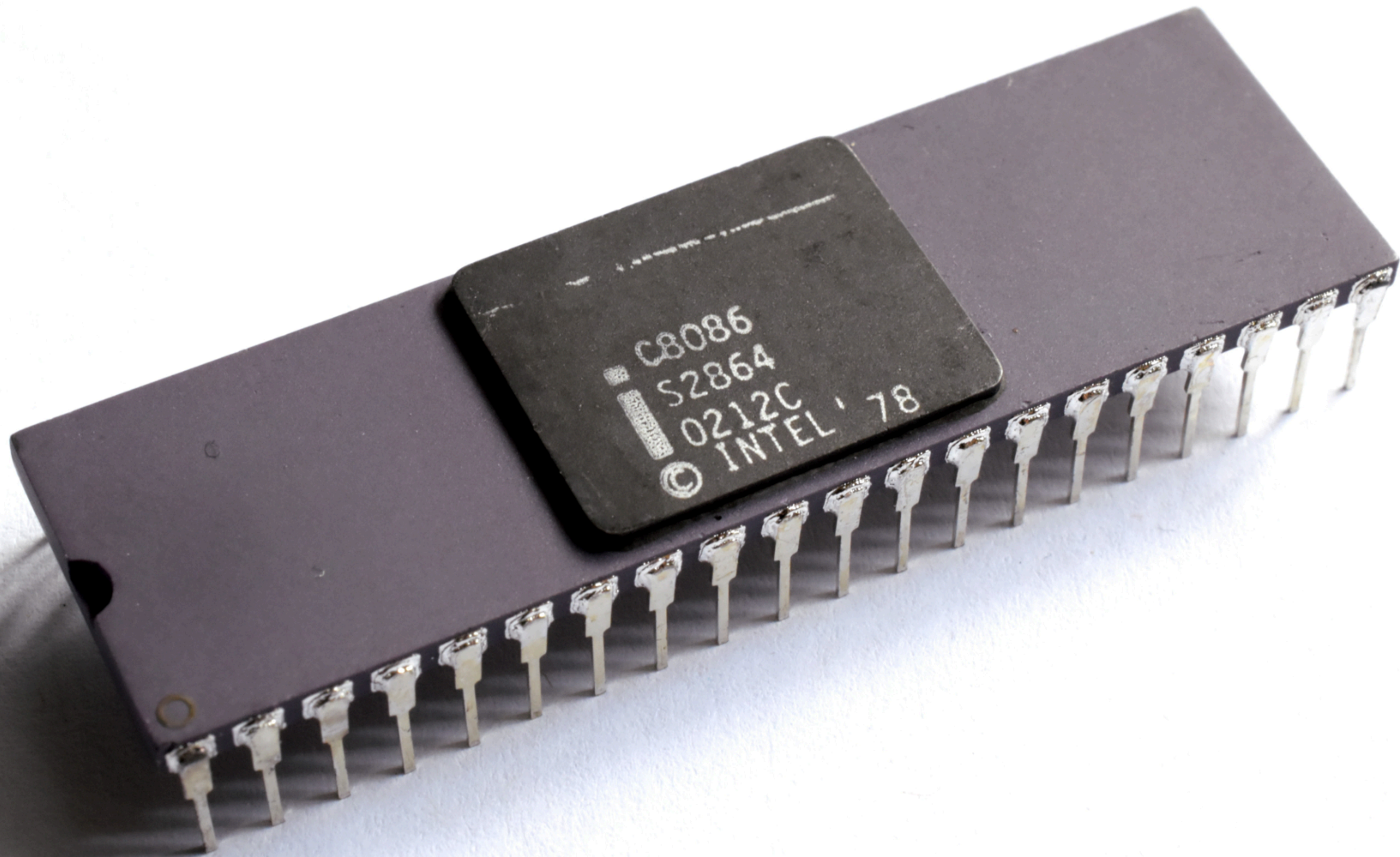
Ríos de cava gallego

José Antonio Fernández Cancio no había hecho todavía el recuento cuando ABC habló con él, porque había repartido participaciones entre amigos y familiares. «Somos cinco hermanos —familia numerosa— y mi madre. Entre toda la familia habré repartido unos veinticuatro millones de pesetas. No da para jubilarse, pero...»

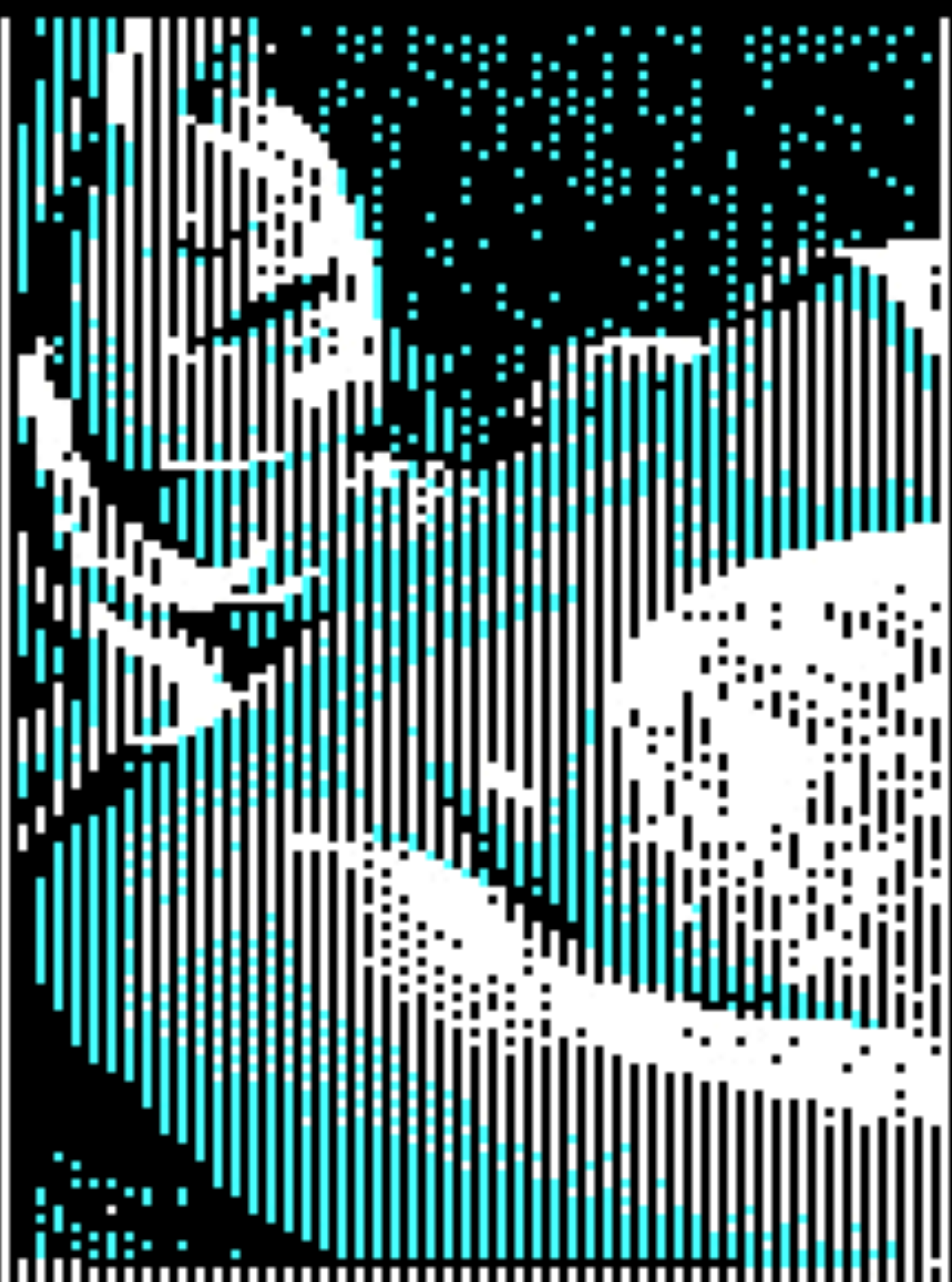
Hay, sin embargo, entre tanta alegría (se oye ya el descorchar de botellas —«de cava gallego, que es tan bueno como el catalán», apostilla alguien—, un punto de tristeza. «El chaval que ha repartido el número se ha que-



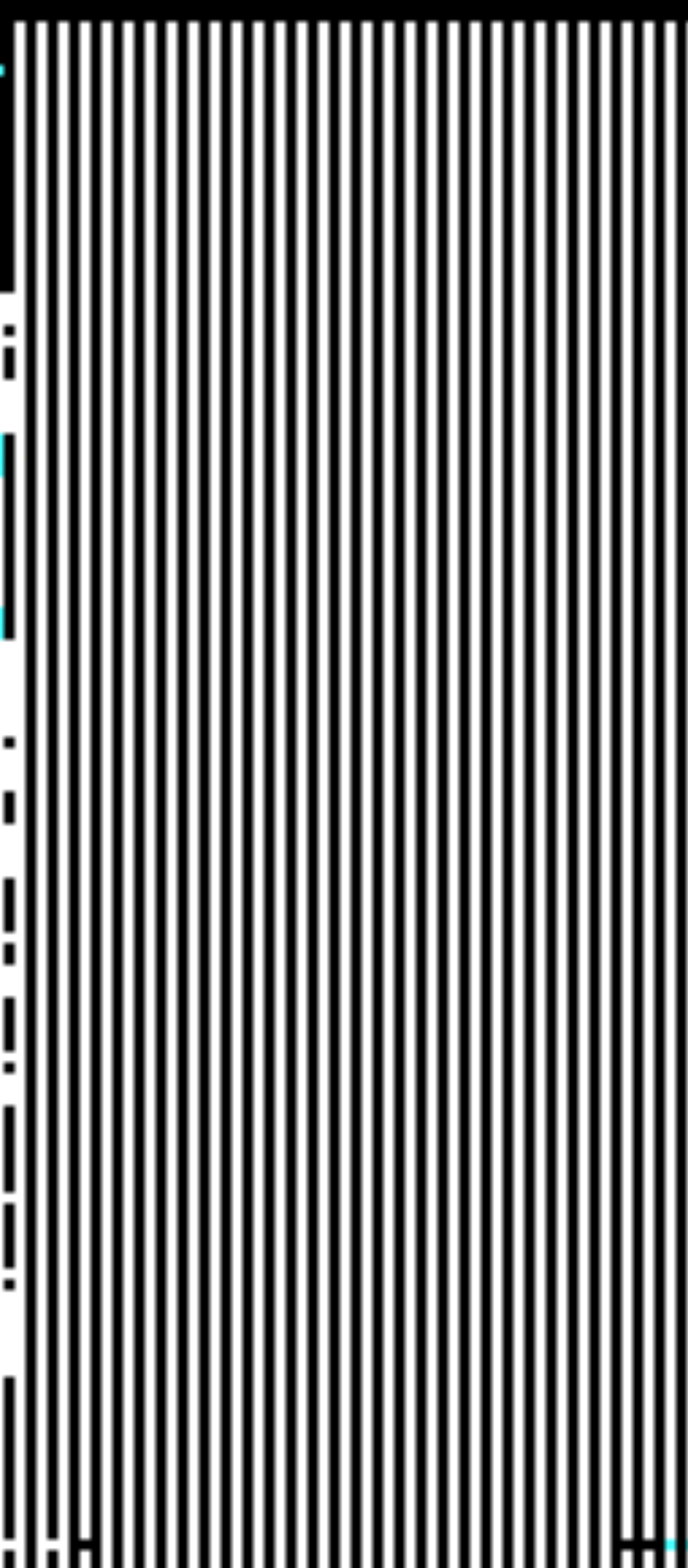




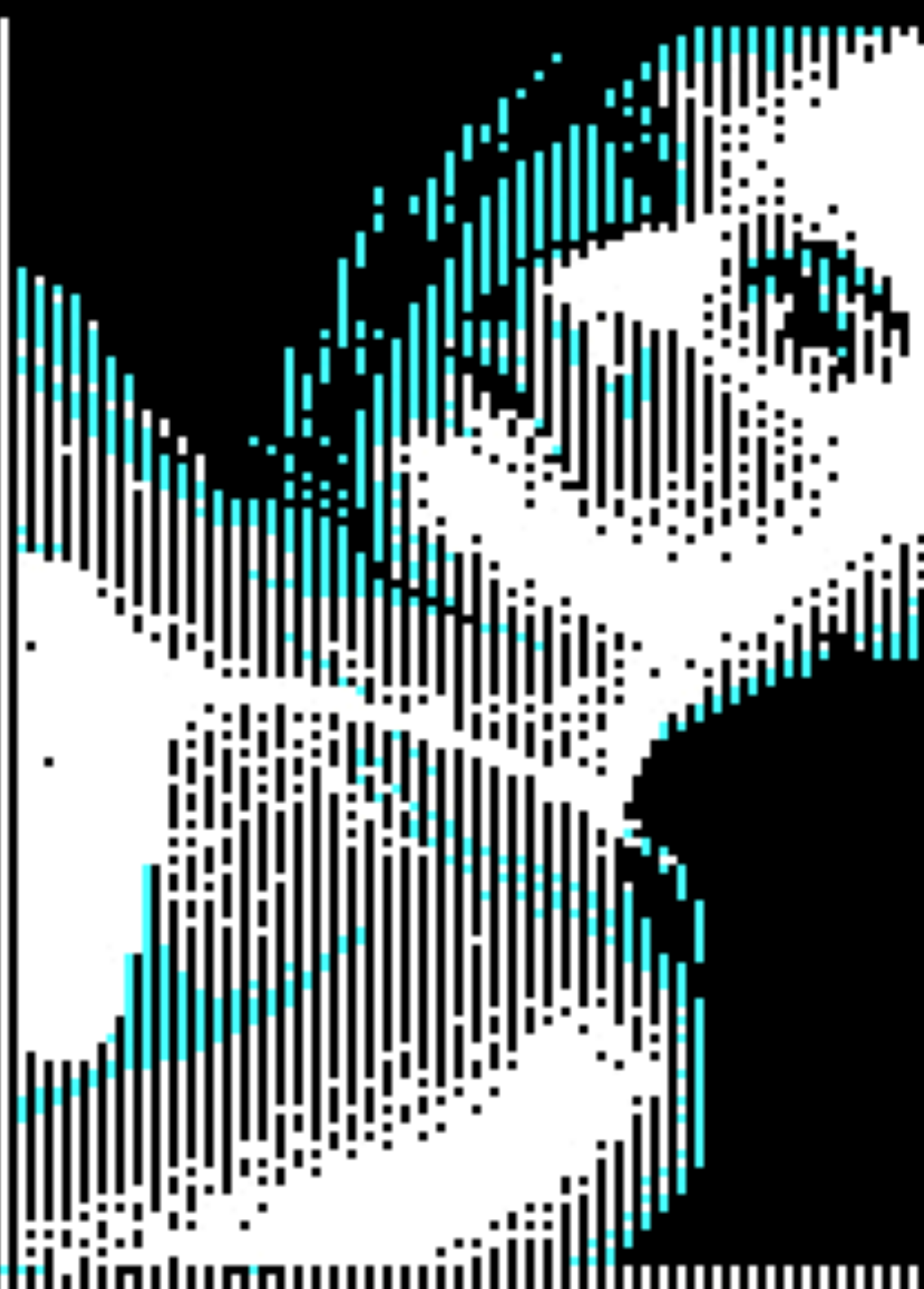
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Suzi



Data disk



Melissa

Insert a data disk if necessary
and press space bar

S T R I P P O K E R

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hammer,

another.

pas·sion (pash'ən)

ing emotion.

toward some

etc.; fervid de






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Alexey Stakhanov

From Wikipedia, the free encyclopedia

For other uses, see [Stakhanov \(disambiguation\)](#).

*This name uses [Eastern Slavic naming customs](#); the *patronymic* is Grigoryevich and the *family name* is Stakhanov.*

Alexey Grigoryevich Stakhanov ([Russian](#): Алексе́й Григо́рьевич Стаха́нов; 3 January 1906 – 5 November 1977) was a [miner](#) in the [Soviet Union](#), [Hero of Socialist Labor](#) (1970), and a member of the [CPSU](#) (1936). He became a celebrity in 1935 as part of a movement that was intended to increase worker productivity and demonstrate the superiority of the [socialist](#) economic system.

Contents [\[hide\]](#)

- [Biography](#)
- [Stakhanovite movement](#)
- [Record disputed](#)
- [Memory](#)
- [See also](#)
- [Notes](#)

Biography [\[edit\]](#)

Stakhanov was born in [Lugovaya](#) near [Oryol](#). In 1927, he began working in a mine called "Tsentralnaya-Irmino" in [Kadievka](#) ([Donbass](#)). In 1933, Stakhanov became a [jackhammer](#) operator. In 1935, he took a local course in mining. On 31 August 1935, it was reported that he had mined a record 102 tonnes of [coal](#) in 5 hours and 45 minutes (14

Alexey Stakhanov



Stakhanov (*right*) speaks to a fellow miner

Born	<div>Alexey Grigoryevich Stakhanov</div> January 3, 1906 <div>Lugovaya, Oryol Oblast, Russian Empire</div>
Died	<div>November 5, 1977 (aged 71)</div> <div>Torez, Donetsk Oblast, Ukrainian SSR, Soviet Union</div>
Nationality	Russian
Occupation	Miner
Known for	"Founder" of Stakhanovite movement
Awards	Order of Lenin Order of the Red Banner Hero of Socialist Labour (1970)

Margaret Hamilton, lead software engineer of the Apollo Project, stands next to the code she wrote by hand and that was used to take humanity to the moon. [1969]





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organizing a group of
achieve a common goal
intentional influence



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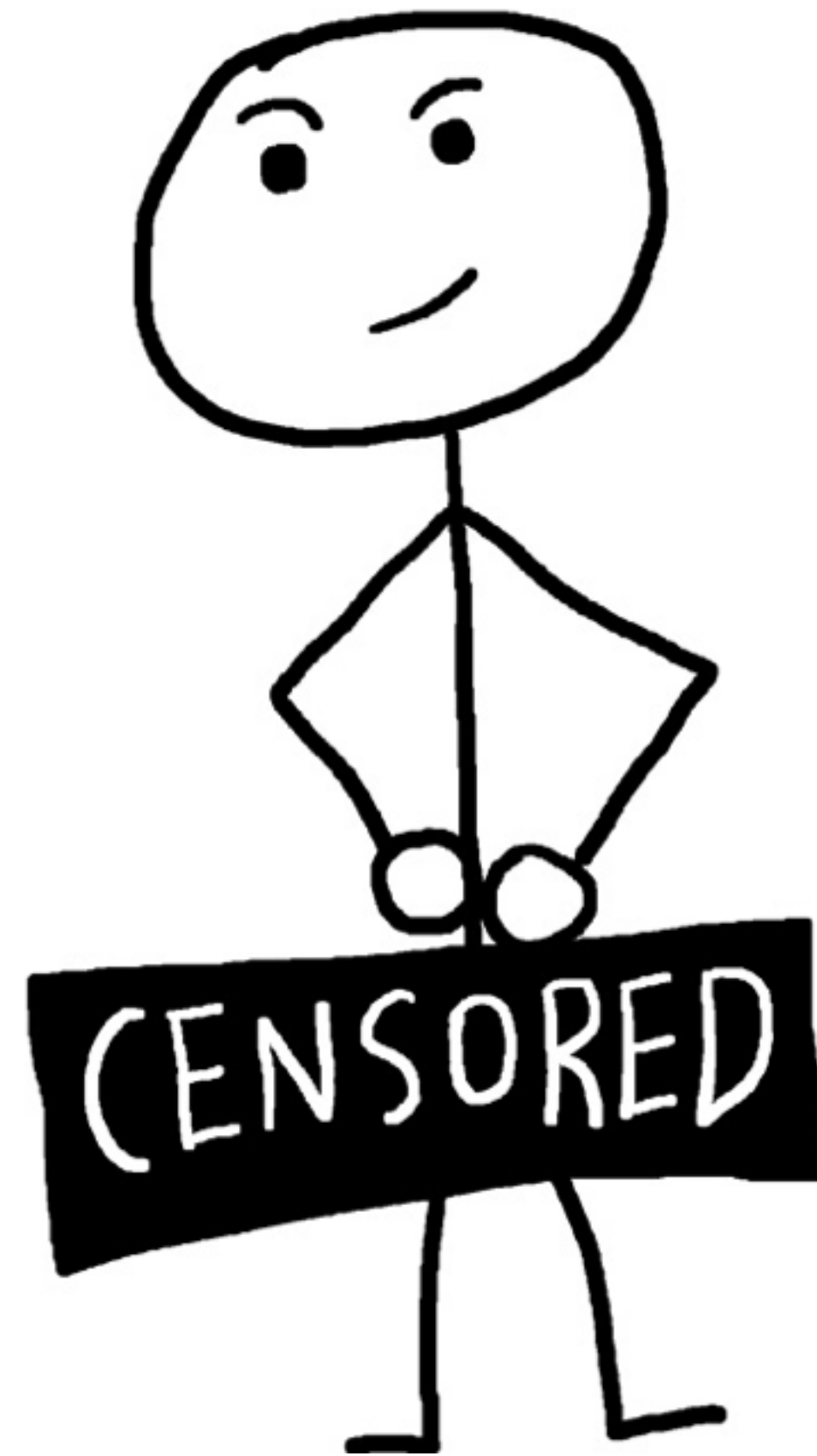
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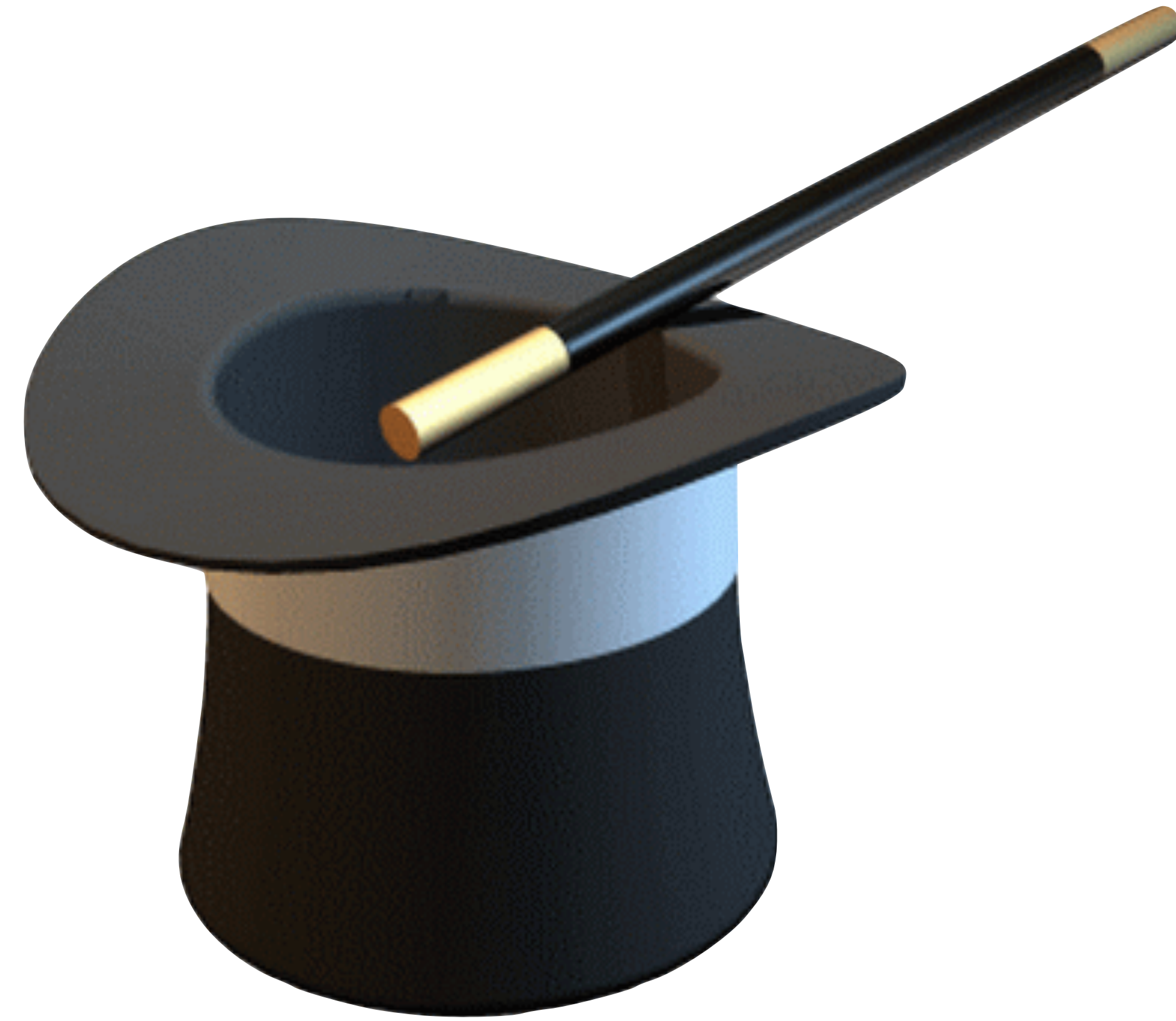


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**I'm smarter
than you.**

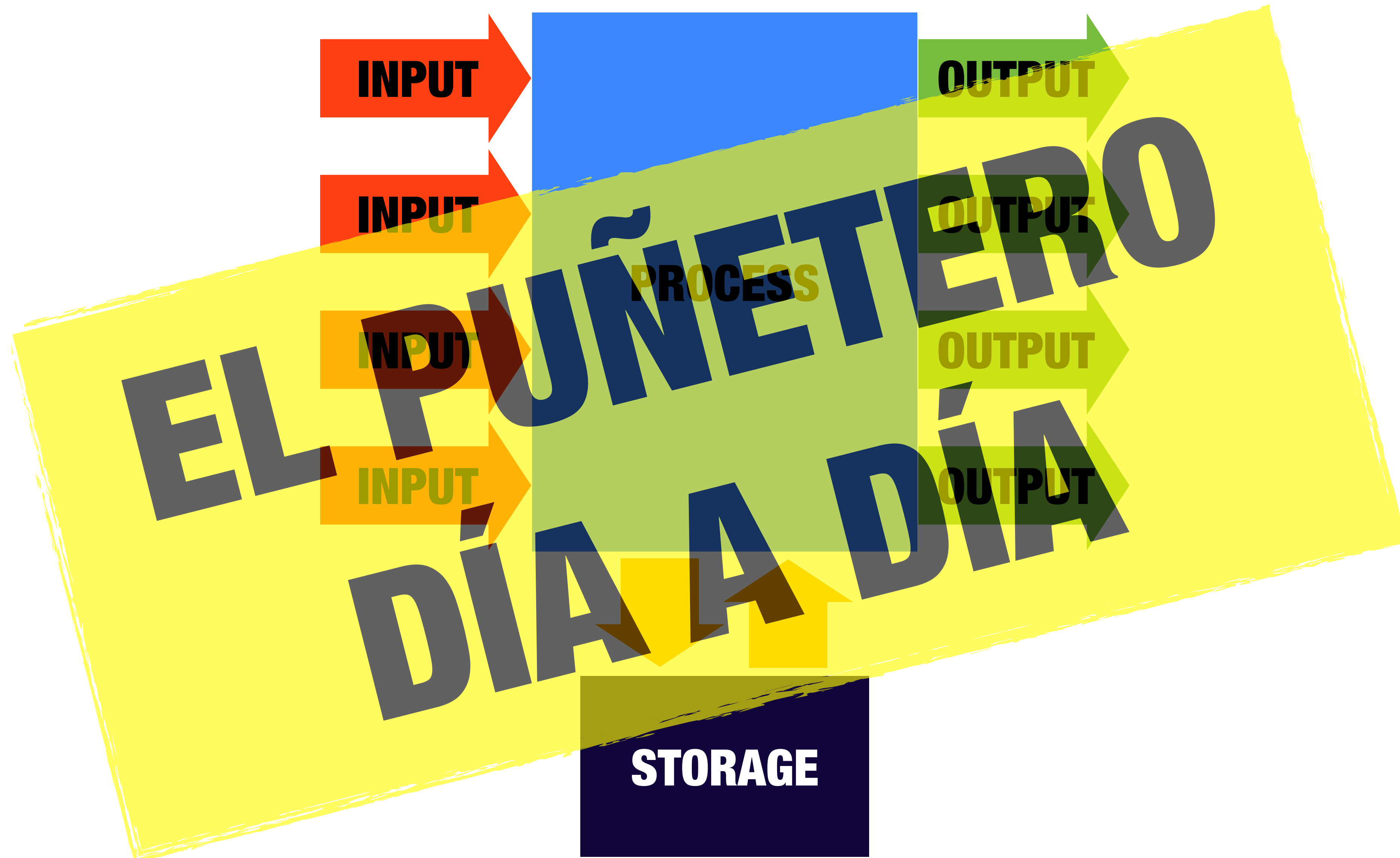
The dirty secrets of Personal Branding














A close-up photograph of a yellow fire hydrant. A stream of water is spraying from the side of the hydrant, creating a white, misty plume that extends towards the right side of the frame. The background is dark, making the yellow hydrant and the white water stand out.

Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor



Function expressed as
 $(f) \rightarrow (g) \rightarrow (h)$
N 3391 -- MF -- 1855 N
N 772 -- MF -- 274 N

Example function:
price = "
break:
default:
price = "

Content
...
<form action="pizza"
...
<input type="hidden"

How
edu.au
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communication

87

<re/code>

ars technica

BUSINESS INSIDER

VentureBeat

FAST COMPANY

Mashable

THE VERGE

MIT Technology Review

TNW THE NEXT WEB

The New York Times

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TE TechCrunch

the Atlantic

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The Joy of Tech



How Twitter Users Can Generate Better Ideas

Magazine: Summer 2015 • Research Feature • June 01, 2015 • Reading Time: 14 min

Digital, Innovation, Digital Business

Salvatore Parise, Eoin Whelan and Steve Todd

New research suggests that employees with a diverse Twitter network — one that exposes them to people and ideas they don't already know — tend to generate better ideas.

Innovations never happen without good ideas. But what prompts people to come up with their best ideas? It's hard to beat old-fashioned, face-to-face networking. Even Steve Jobs, renowned for his digital





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Relevant technology-related news, curated daily by Enrique Dans
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source{d}



por Enrique Dans

FOTO: TECHCRUNCH.COM




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A 3D rendering of a white sign with the word "STRATEGY" in blue, mounted on a black pole against a blue sky with a white bird.

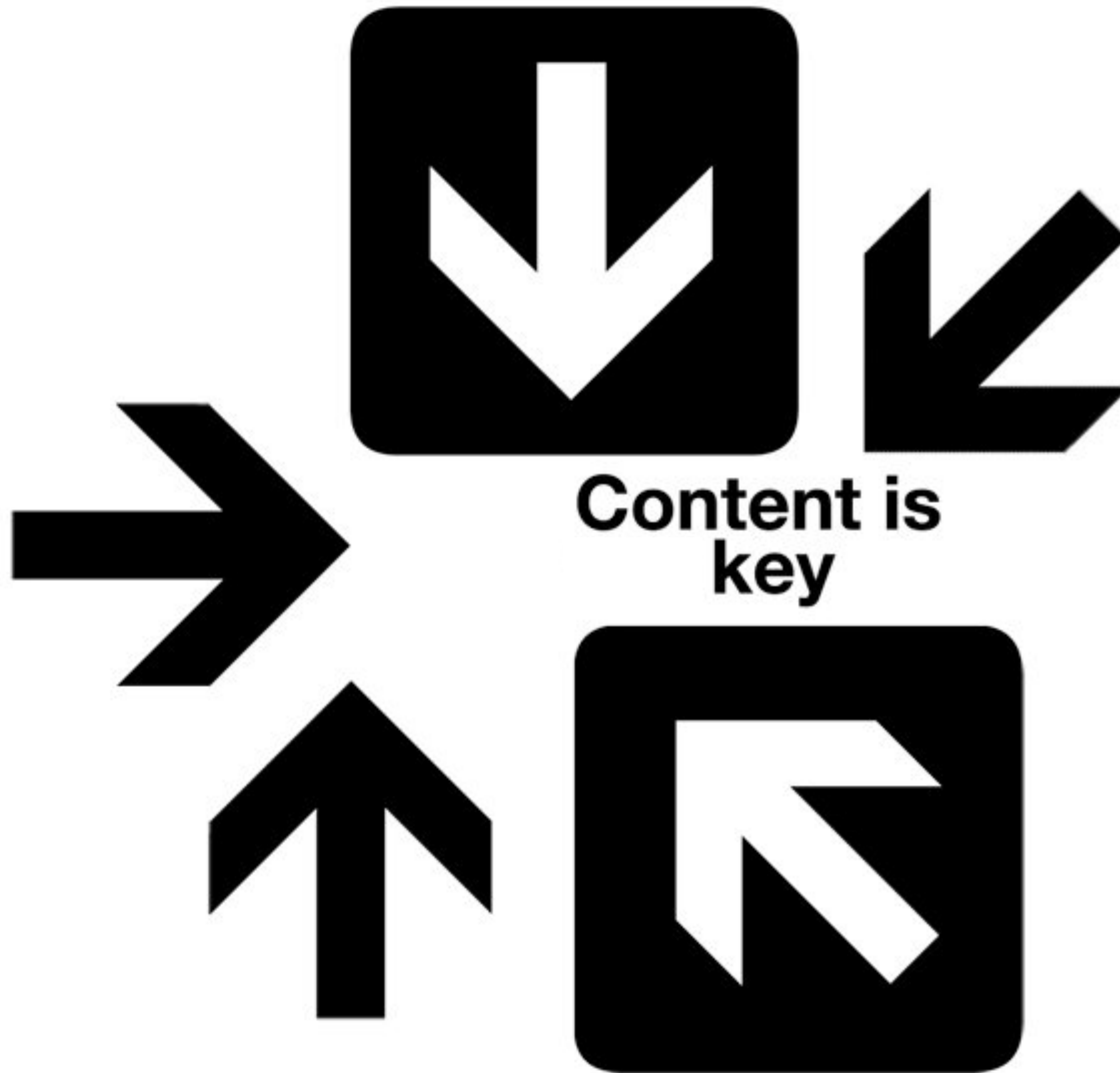
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Enrique Dans
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I study technology disruption in individuals, companies and societies.

[full bio →](#)

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LEADERSHIP 2/04/2015 @ 3:41AM | 7.185 views

If You Want To Change Things, You Have To Break Things

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“The problem with this company is it lacks an innovative culture,” said the CEO while asking his secretary to print out his emails for that day so he could check them, pulling out a pen at the same to sign the minutes of a meeting...

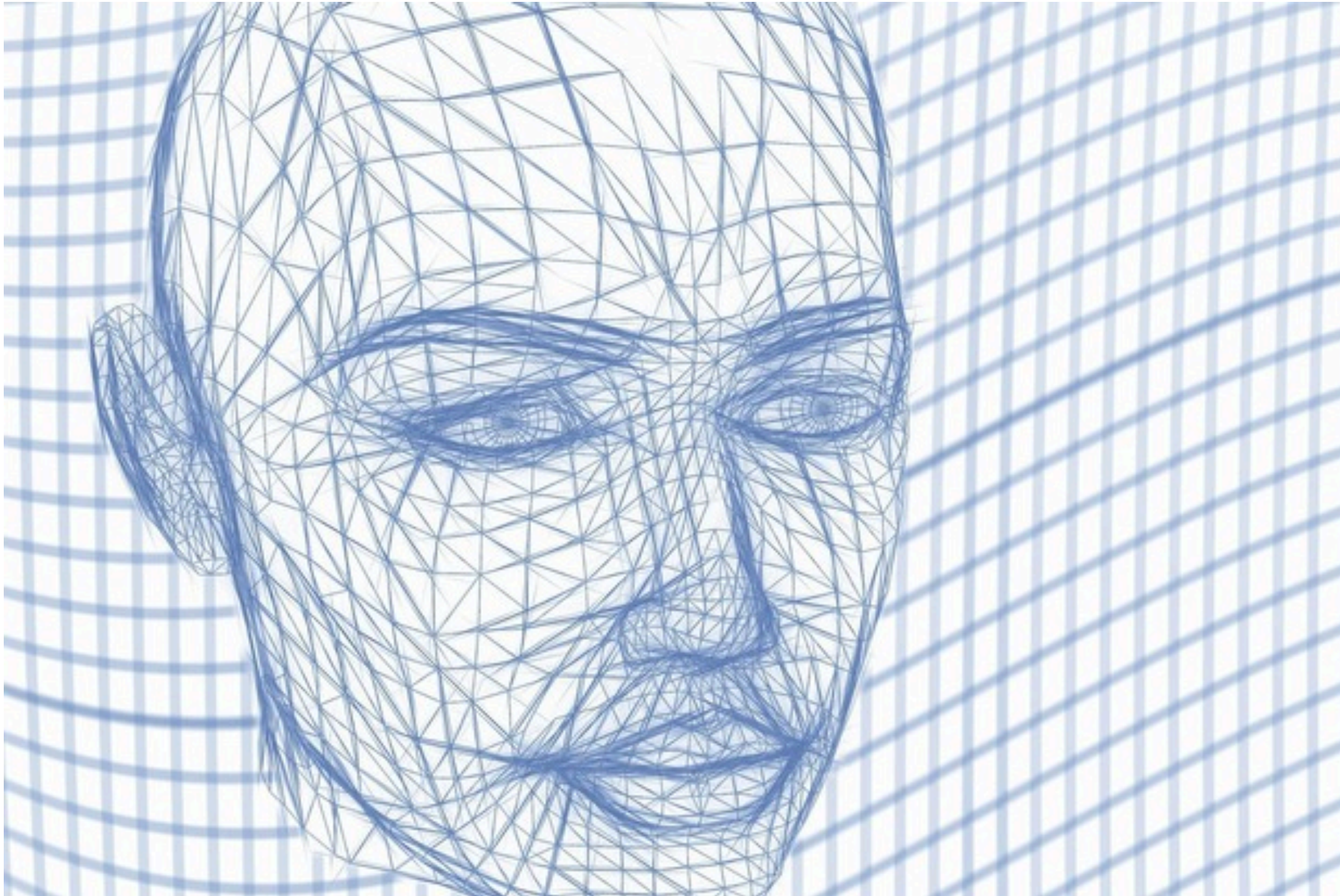
Okay, I made that up, but the scene is played out all too often in the business world: managers who say they want an innovative culture in their company, a proactive approach toward what they still call “the new technologies” —when in reality they are talking about products and services that have generally been around for several years... how long does a technology have to have been in used by us before some people stop calling its “new”? — but who are unable to even consider giving up some of the oldest and outdated aspects of their own culture.

The first thing you must have clear in your mind when talking about innovation is whether you really want your organization to be innovative. Managing

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How machine learning will affect your business

In the past, successful use of machine learning algorithms required bespoke algorithms and huge R&D budgets, but all that is changing.



Machine learning techniques may have been used for years, but recently there has been an explosion in their applications. In fact, in a recent Q3 earnings call, Google CEO Sundar Pichai said “Machine learning is a core, transformative way by which [we’re re-thinking how we’re doing everything](#).” And they’re far from the only business making that claim.

In the past, successful use of machine learning algorithms required bespoke algorithms and huge R&D budgets, but all that is changing. [IBM Watson](#), Microsoft Azure, Amazon and Alibaba all launched turnkey cloud based machine learning SaaS solutions in 2015. At the same time startups like Idibon, MetaMind, Dato and MonkeyLearn have built machine learning products that companies can take advantage of.



“My profession has probably been transformed again just since we started this session.”



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"My profession has probably been transformed again just since we started this session."

Digital Transformation Requires Total Organizational Commitment

Posted 7 hours ago by [Ron Miller \(@ron_miller\)](#)

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Next Story

By now you've surely heard that moving forward, every company will be a software company, and that shift is happening now as companies large and small scramble to transform into digitally-driven organizations.

Wherever you turn, businesses are facing tremendous disruptive pressure. What's interesting is that the theory about how firms should be dealing with this massive change is itself in flux, transforming if you will, as organizations come to grips with the idea that the most basic ways they do business are being called into question.

Just over a year ago when I researched this topic, I found that the general method for dealing





**HARD WORK
AHEAD**



“Be the hardest-working person you can be. That's how you separate yourself from the competition”

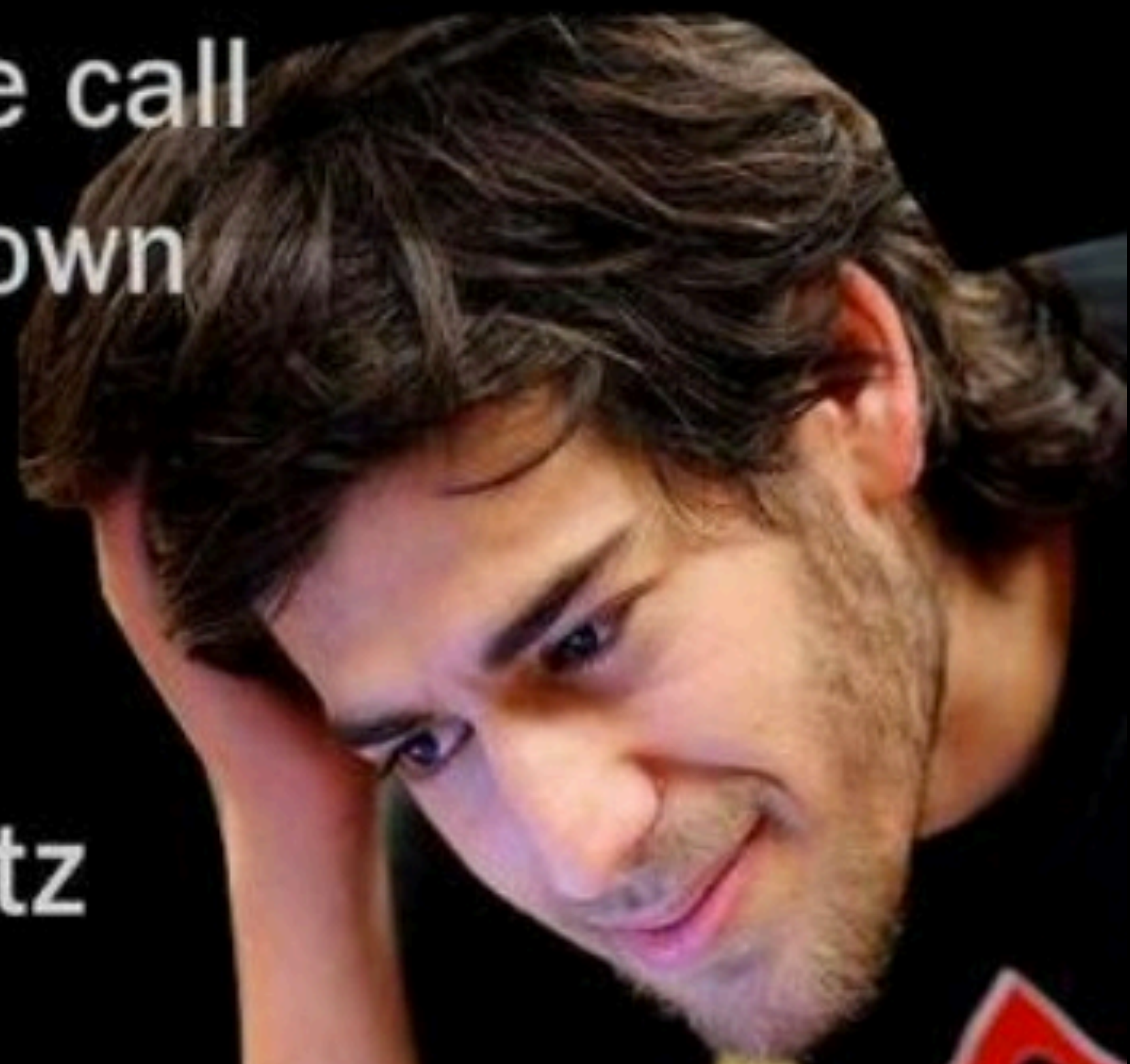
Stephen Curry





Be curious. Read widely.
Try new things. I think
a lot of what people call
intelligence boils down
to curiosity.

- Aaron Swartz





**“People rarely
succeed unless
they have fun in
what they are
doing”**

Dale Carnegie

Are

YOU

ready for this?



**¿Dudas? ¿Preguntas?
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