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*Alex Rosina, Socio Director de Salvetti & Lombardi, Profesor de Marketing, ESADE Management School, y autor de La Brújula Interior*



**Lo que nuestros clientes no pueden decirnos  
y nuestros competidores no saben**

# **CÓMO PIENSAN LOS CONSUMIDORES**

**GERALD ZALTMAN**

**EMPRESA ACTIVA / NUEVOS PARADIGMAS**

# Como Piensan Los Consumidores How Consumers Think

**Sebastian Brünink**



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