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Descargar libro en línea PDF epub mobi Español El pequeño libro que genera riqueza Pat Dorsey , Para ganar dinero en un contexto como el actual, en el que los mercados son tan dinámicos, hay que invertir en empresas que puedan soportar bien la presión constante de la competencia. Pero ¿cómo identificar aquellas empresas que no solo están bien hoy, sino que lo estarán también dentro de unos años?

La clave está en las ventajas competitivas y los fosos económicos. Si puedes identificar las compañías que tienen foso y puedes comprar sus acciones a precios razonables, construirás una cartera de negocios que aumentará tus posibilidades de triunfar en el mercado bursátil.

En *El pequeño libro que construye riqueza*, Pat Dorsey explica cómo identificar estas empresas sólidas, analiza por qué los fosos económicos son tan buenos indicadores de salud empresarial y analiza los cuatro pilares fundamentales de la ventaja competitiva: activos intangibles, ventaja en los costes, flexibilidad para adaptarse a las nuevas necesidades del mercado y economías de escala.

Aunque el concepto de foso económico no es nuevo, con este libro como guía, el lector aprenderá a utilizarlos como herramientas básicas a la hora de elegir qué compañías son beneficiosas para su cartera de acciones.

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