



Fred 2.0: Nuevas ideas para seguir brindando resultados extraordinarios (Spanish Edition)

Mark Sanborn

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Nueve años atrás, el exitoso autor y asesor de negocios Mark Sanborn le presentó al mundo a Fred, su cartero, quien proveía un servicio extraordinario de maneras simples pero notables. La historia de Fred inspiró a millones. Las compañías, y hasta las ciudades, se inspiraron para volver lo ordinario en extraordinario cada día.

Hoy, con la dura competencia de la economía global interconectada, proveer resultados extraordinarios es más importante que nunca. Con *Fred 2.0*, Mark Sanborn no solo evalúa al Fred original para obtener ideas innovadoras, sino que también nos equipa con estrategias frescas para lograr mucho más. Usted no solo se sentirá inspirado por *Fred 2.0*, también tendrá las herramientas y estrategias para apuntar más alto y lograr lo extraordinario.

Nine years ago, bestselling author and business consultant Mark Sanborn introduced the world to Fred, Mark's postman, who delivered extraordinary service in simple but remarkable ways.

Fred's story inspired millions. Companies—even cities—were inspired to turn the ordinary into the extraordinary each day.

Today, with stiff competition from the networked global economy, delivering extraordinary results is more important than ever. With *Fred 2.0*, Mark not only revisits the original Fred to gain new insights but also equips all of us with new strategies to achieve more. You'll not only be inspired by *Fred 2.0*, you'll also have the tools and strategies to aim higher and achieve the extraordinary.

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