



# INNOVARTE (Spanish Edition)

*JOSE ANTONIO BUSTAMANTE*

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Todo parece indicar que el momento actual es un momento crucial para iniciar la tarea de recuperar el potencial de creatividad que todos tenemos y dar lugar a ideas que puedan transformarse en innovación. Están ocurriendo eventos significativos en el mundo y a nuestro alrededor en el ámbito de la tecnología, las redes sociales, el avance en las neurociencias, los movimientos sociales y en la forma en que trabajamos, que hacen necesario adquirir y aplicar nuevas competencias para obtener una mayor efectividad y realización en nuestro desempeño laboral y personal.

En InnovArte, una combinación de palabras que busca desafiarnos a redescubrir y usar el potencial creativo y en la que también subyace la idea de que hacerlo no solo requiere metodología sino algo de arte, el autor propone un modelo y una guía práctica que contribuirán al éxito en este camino por recorrer. Tres son los factores clave: El primero de ellos, RecreArte, pone el acento en observar hacia el interior de cada uno; el segundo, PreparArte, plantea mirar hacia el entorno de una manera diferente para poder descubrir nuevas oportunidades que de otro modo tal vez pasarían desapercibidas, y por último, ProyectArte enseña a transformar el proceso creativo en innovación, haciendo de esto más que un hecho aislado, un modo de vida para alcanzar el éxito frente a los cambios del entorno.

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