

# ¡Crear o morir!

La esperanza de Latinoamérica  
y las cinco claves de la innovación

ANDRÉS OPPENHEIMER



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# Crear O Morir Create Or Die Andres Oppenheimer

**Eduardo Arriagada**



## **Crear O Morir Create Or Die Andres Oppenheimer :**

**Hiperconectados** Eduardo Arriagada, 2023-10-30 Como dec a Alan Kay tecnolog a es lo que no exist a cuando hab amos nacido este libro nos ayuda a recordar que el mundo tal como lo conocemos apenas tiene d cadas Poner en perspectiva el devenir del contexto digital se nos hace imprescindible para entender la celeridad y escala de los cambios tecnologicos y las dificultades que a n encontramos para adaptarnos a eso que no exist a cuando nacimos Los estudios de la comunicaci n necesitan esta perspectiva que construye Arriagada para entender que no siempre aquellas teor as que aprendimos explican este mundo de redes en que vivimos Adriana Amado autora de Pol tica Pop de l deres populistas a telepresidentes

**Hiperconectados** de Eduardo Arriagada nos cuenta c mo es el mundo digital que habitamos y c mo experimentamos los juegos de la intimidad la transparencia la pol tica el mercadeo el periodismo la comunicaci n Nos da pistas para aprovechar la potencia comunicacional de las especies digitales Y llama la atenci n sobre el tel fono inteligente los algoritmos y la democracia No es un libro de teor as aunque est lleno de referencias no es un texto acad mico pero sirve para las clases de comunicaci n periodismo y narrativas digitales no es un manual de estilo no obstante cuenta buenas pr cticas digitales no es un libro tecnof bico sin embargo nos anuncia los peligros de nuestro entorno digital Omar Rinc n autor de Fakecracia junto a Mat as Ponce *Talking Book Topics* ,2015

**Crear o morir: La esperanza de Latinoamrica y las cinco claves de la innovacin / Innovate or Die!** Andres Oppenheimer, 2019-07-02 Con un sorprendente y estimulante optimismo Andr s Oppenheimer revela en este libro las claves del xito en el siglo XXI en que la innovaci n y la creatividad ser n los pilares del progreso Qu debemos hacer como personas y pa ses para avanzar en la econom a de la innovaci n Qu debemos hacer para producir innovadores de talla mundial como Steve Jobs Para averiguarlo Oppenheimer el periodista iberoamericano m s galardonado a escala internacional explora los secretos de varios innovadores en la actualidad As analiza casos como el de Pep Guardiola el entrenador de futbol que llev al F C Barcelona a su poca m s gloriosa el chef Gast n Acurio quien convirti la comida peruana en un motor de crecimiento econ mico el estadounidense Bre Pettis un ex profesor que est revolucionando la industria de las impresoras 3D o sir Richard Branson el magnate brit nico que est creando una industria de turismo espacial A partir de esas historias con su lucidez y amenidad habituales Oppenheimer extrae conclusiones concretas para ayudarnos a detonar el gran potencial creativo de nuestras sociedades

ENGLISH DESCRIPTION With a surprising optimism about the future of Latin America Andres Oppenheimer reveals in this book the keys to success in the twenty first century in which innovation and creativity are the pillars of progress What should we do as individuals and countries to be more creative and thrive in the innovation economy What should countries do to produce world class innovators like Steve Jobs To explore these questions award winning journalist Andres Oppenheimer went to Silicon Valley and other top innovation centers and interviewed some of the world s most successful innovators Among others Oppenheimer tells the story of Pep Guardiola the coach who led Barcelona s soccer team to its most glorious seasons chef Gaston Acurio who transformed Peruvian food into

an engine of economic growth for his country Bre Pettis the U S entrepreneur who revolutionized the 3D printing industry Salman Khan the American teacher who created the ground breaking Khan Academy free online education website and Sir Richard Branson the British music and airline tycoon whose Virgin Galactic company is venturing into the space tourism industry From these personal stories with his usual clarity and insightful style Oppenheimer arrives at a series of specific conclusions on how to succeed in the knowledge economy and trigger a new wave of innovation across the world

## Whispering the Strategies of Language: An Emotional Quest through **Crear O Morir Create Or Die Andres Oppenheimer**

In a digitally-driven world wherever screens reign supreme and quick communication drowns out the subtleties of language, the profound techniques and mental subtleties hidden within phrases often go unheard. Yet, nestled within the pages of **Crear O Morir Create Or Die Andres Oppenheimer** a charming literary value pulsating with natural feelings, lies a fantastic quest waiting to be undertaken. Penned by an experienced wordsmith, that marvelous opus attracts readers on an introspective journey, lightly unraveling the veiled truths and profound affect resonating within the very cloth of each word. Within the psychological depths of this emotional evaluation, we can embark upon a sincere exploration of the book is primary subjects, dissect its interesting publishing fashion, and fail to the effective resonance it evokes heavy within the recesses of readers hearts.

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