



Innovadores (Innovators-SP): Los genios que inventaron el futuro (Spanish Edition)

Walter Isaacson

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Tras su extraordinaria biografía de Steve Jobs, el nuevo libro de Walter Isaacson cuenta la fascinante historia de las personas que inventaron el ordenador e internet; *Los innovadores* está destinado a convertirse en la historia definitiva de la revolución digital y en una guía indispensable para entender cómo sucede realmente la innovación.

¿Qué talentos y habilidades permitieron a algunos inventores y empresarios convertir sus ideas visionarias en realidades disruptivas? ¿De dónde vinieron esos saltos creativos? ¿Por qué algunos triunfaron y otros fracasaron?

En esta magistral saga, Isaacson arranca con Ada Lovelace, la hija de lord Byron, una pionera de la programación informática en la década de 1840. Además, presenta a las extraordinarias personas que crearon la revolución digital que nos rodea, gente como Vannevar Bush, Alan Turing, John von Neumann, J. C. R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee o Larry Page.

Esta es la historia de cómo funcionan sus cerebros y por qué han sido tan inventivos, pero también de cómo su capacidad para colaborar y dominar el arte del trabajo en equipo les hizo aún más creativos.

En una era que busca fomentar la innovación, la creatividad y el trabajo en equipo, *Los innovadores* es la obra que mejor muestra cómo se producen.

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