



# 10 Pasos para aumentar su rentabilidad DS-3 (Spanish Edition)

*Luis Roldán González de las Cuevas*

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En toda empresa, cualquiera que sea su tamaño o sector de actividad, que fabrique productos, se dedique al comercio o brinde servicios, se presenta tarde o temprano, y últimamente más temprano que tarde, la necesidad de bajar costes y ser más competitivos a la vez. El consumidor es más exigente; el valor añadido que con frecuencia tanto cuesta a las empresas conseguir en un mercado crecientemente competitivo, deja de ser tal muy rápidamente para pasar a ser simplemente algo esperado por el consumidor. En fin, todo confluye a una aparente paradoja: la necesidad de brindar al consumidor más calidad a menor coste. Con este manual se pretende colaborar en ese sentido, mostrando cuales son los pasos que se deben dar para conseguir aumentar la rentabilidad y la calidad, ambas cosas a la vez y como caras de una misma moneda. INDICE  
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