

# **Dad, I want to be a successful businessman**

**by Francesc Delgado & Jeroni  
Benavides**



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**126 pages**  
**Business**

### **SYNOPSIS**

This book unites two worlds which, until now, had seemed different, even contradictory in an innovative way. The external market (the clients) on the one hand and the internal administration (the collaborators and the organization), on the other. A down-to-earth, light and funny book which neither abandons a rigorous or profound approach. The reader will come across many examples, cases, stories and life experiences (the result of both the professional and teaching life of the authors).

### **ABOUT THE AUTHORS**



Francesc Delgado is an expert in marketing and a teacher at ESADE and on both MBA and AMP (Advanced Management Program) courses as well as courses on Top Management in Spain and Brazil. He is a consultant and a member of the advisory committees of several companies.



Jeroni Benavides is a psychologist, specialised in human resources and marketing. He has held different positions of responsibility in the area of human resources administration and marketing. He is a teaching assistant at ESADE in Marketing Strategy.