

# Renacimiento 2.0: Empresa E Innovacion en la Nueva Economia

*Douglas Rushkoff*

By touting the value of thinking "outside the box," business experts have inspired an obsession with growth, competition and offbeat concepts, says Rushkoff (Cyberia; Coercion; etc.). In fact, he insists, the secret of success lies inside the box; businesses that focus on their core competencies, their customers' needs and their work environment come up with better innovations in the long run than those that rely on flashy ad campaigns, focus groups or off-site consultants. Smart businesses, he argues, hire employees who are deeply familiar with the company's core products and encourage innovation by cultivating a fun, collaborative work environment. Rushkoff's premise is solid, and he supports it with several convincing examples (Craig's List, XM radio and Saturn among them). In his effort to shuck the traditional case study model of business writing, however, Rushkoff often digresses into long passages of glib historical analogy. He's more entertaining, and more convincing, in the sections where he focuses on particular businesses and business people. Fortunately, there are enough of those sections to please Rushkoff's many fans.

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