



Tudo mudou, novamente (Portuguese Edition)

Nuno Machado Lopes

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Tudo Mudou – novamente... tudo continua igual... aqui estamos outra vez, a promover o investimento excessivo, desta feita, noutro tipo de ativos tóxicos, equivalentes aos do passado - as startups, com programas europeus de financiamento a liderar o caminho na “promoção” da inovação, através de subvenções aos business angels e os VCs para alavancarem o valor dos seus fundos.

Tudo isto se opera sob o disfarce de um pseudo-crescimento económico na União Europeia e de uma diminuição das elevadas taxas de desemprego patente na maioria dos estados-membros. E, no entanto, como a maioria de nós deveria saber, por esta altura, as empresas tecnológicas, aquelas que estão a ser lançadas e nas quais se investe presentemente, fazem tudo menos criar emprego.

Não é a atual estratégia de promoção do empreendedorismo que ajudará a reverter a taxa de 60% de desemprego jovem que existe, neste momento, nos países de primeiro mundo – aquilo que Neelie Kroes, a vice-presidente da Comissão Europeia, rotulou de “an insult and aggression on democracy”.

Este livro pretende, de uma forma muito prática, ajudar a entender os impactos profundos, as mudanças sociais e económicas, e o distanciamento entre o que está a acontecer atualmente e aquilo que os políticos tentam promover, tentando passar a ideia de que estão a resolver a crise do desemprego, ao mesmo tempo que fomentam o empreendedorismo, importando o modelo de Silicon Valley.

Para quem escolhe enveredar pelo caminho do empreendedorismo é importante estar consciente do que o espera nesta jornada tão solitária. Deverá colocar a sua inocência de lado por tempo suficiente para que se aperceba daquilo em que se está a envolver. Afinal, as probabilidades de sucesso não têm que ser forçosamente escassas – basta uma boa preparação e compreensão do que é necessário para criar uma empresa sustentável.



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