

# Piensa, es gratis

Think, it's free!



**Author:** [Joaquín Lorente](#) [1]

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This book is a powerful awakener and a cheerleader for the brain! Sentence after sentence, it offers people, groups and companies an avalanche of concepts which excite, inspire and persuade our mind's enormous capacity. Joaquín Lorente's premises are practical and exercisable at the moment; they open new ways, suggest routes and discover shortcuts which give us the conviction and the firmness to reach personal and professional success. It's all about finding the clue to success, which includes always a fair amount of work, much intuition and active thought, in order to make us see what others don't.

Joaquín Lorente, one of the major creative communication strategists, offers us the knowledge he gained through many years of experience and delights us with the fundamental principles which we all should follow in order to achieve success.

Written in a straightforward way, cheeky and simple, this title is a permanent stimulating massage for our neurones. After all, we all have a massive capacity of hidden talent which we so often neglect, failing to recognize its value.

This book does know our talent's true value, and it awakens and multiplies it.

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