

It is better to have a well-implemented bad business plan than a poorly-implemented good business plan

Future is for enterprising people, not for conservative people

Andorra la Vella, 20th November 2009. "There are many well-managed companies; however, they are poorly ruled". According to Carlos Dumois, CEDEM Mexico President, consultancy firm specialised in a business practice known as *dueñez* (sense of ownership), this is the diagnosis of the health condition of many companies worldwide. "This is why the task of the company owner is extremely important, since he has to set the direction, manage opportunities and ensure wealth creation".

"The difference between management and *dueñez* (sense of ownership) is that the owner knows when he has to put something at risk and when to give it up, whereas the manager is only managing", stated Dumois in his presentation.

On the other hand, Claude Jacquemin, Sud Angels President in Montpellier, France, explained that "it is better to have a well-implemented bad business plan than a poorly-implemented good business plan".

Both speakers agreed on the need for enterprising people and business talent because during turmoil times some ideas need to be set aside and others need to be taken on board.

What is SUMMIT ANDORRA?

On the 19th and 20th of November Andorra hosts The IV Future of Europe Summit. More than 30 high-profile speakers debate on this year's topic: Making the European recovery work: how, when, what?

ADI, the Economic Promotion Agency of the Principality, organizes the fourth consecutive edition of this international congress that gathers high-profile leaders of economic, political and business sectors. Since Andorra is a neutral and objective territory, this gathering will give some food for thought, where solutions for improvement concerning European economic issues will be put forward.

For further information:

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