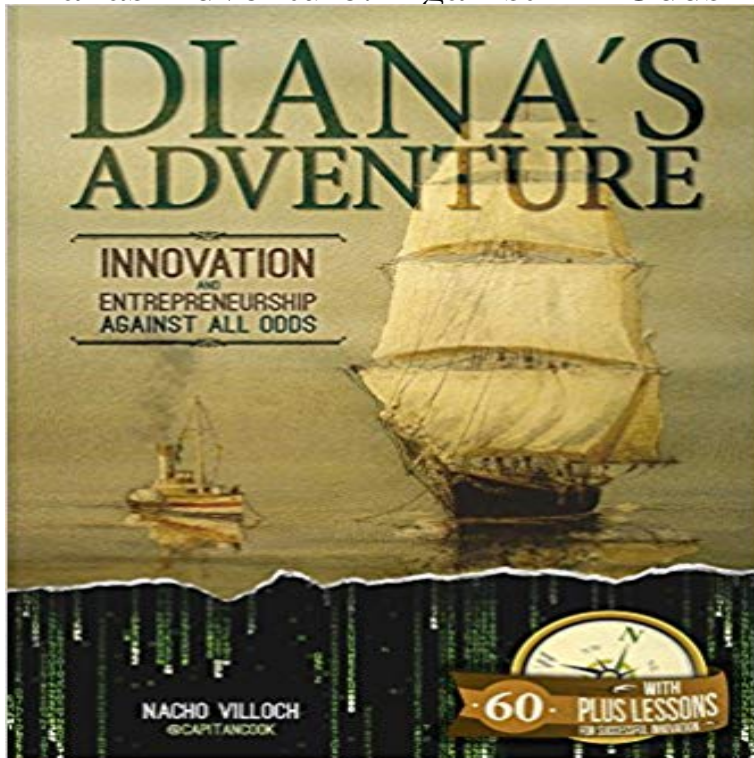


Dianas Adventure: Against All Odds in the Blue Ocean



Diana, the protagonist of the story, decides that it is the time to take control of her destiny and has an innovative business idea. To accomplish it, she will need the knowledge of a young technology expert, and Felix, a senior executive. Together, and with the inspiration of an enigmatic nautical chart, they charter an unconventional ship to cross the blue ocean of innovation. The story takes place in the imaginary land of Confortalia, a productive comfort zone, in which its own geographical features and meteorological phenomenon have a relevant meaning in the story. Dianas Adventure is a business novel which connects a journey of exploration and discovery with the difficulties that every innovative entrepreneur will encounter during his or her project. This novel has a noticeable educational aim, which is why you can find more than sixty concepts, references, tools and learnings related to innovation and entrepreneurship, achieved through creative storytelling and the visualisation of a map, which is an infographic that enriches the story. In innovation there is no finish line, just as in Dianas Adventure, which does not end with the last chapter. The story, the reading, the exchange and the conversation continue in the protagonists twitter accounts as well as in the blog and the webpage. Thanks to his wealth of knowledge and clear explanations, the author, Nacho Villoch (@CapitanCook), allows us to understand the meaning and consequences of entrepreneurship and innovation.

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