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**Alfons Cornella**

Founder & CEO

[ac@infonomia.com](mailto:ac@infonomia.com)

the future is **CO-**

Des d'on parlem...

# Infonomia, a Barcelona des del 2000



# 10.000 pàgines originals



**DESCUBRE**  
Cada vez que pulses aquí, obtendrás una idea de producto, servicio, proceso o modelo de negocio, procedente de algún lugar del mundo, en forma de artículo, caso, vídeo o libro.

*cada clic, una idea*

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Ahora destacamos...



## Reinventando espacios: de una refinería de cobre a un museo de arte

POR SILVIA PÉREZ

Pasado convertido en presente. Lo que antes era una antigua refinería de cobre es ahora un museo de arte gracias al proyecto del arquitecto Hiroshi Sambuichi. El *Inujima Art Project* apuesta por la ecoarquitectura y por el uso de las energías renovables en lugar de los combustibles fósiles. El museo, que destaca el modelo de sociedad ecológica, pretende ser un referente asiático en el desarrollo regional utilizando elementos "de la herencia industrial, la arquitectura, el arte contemporáneo y el medio ambiente".

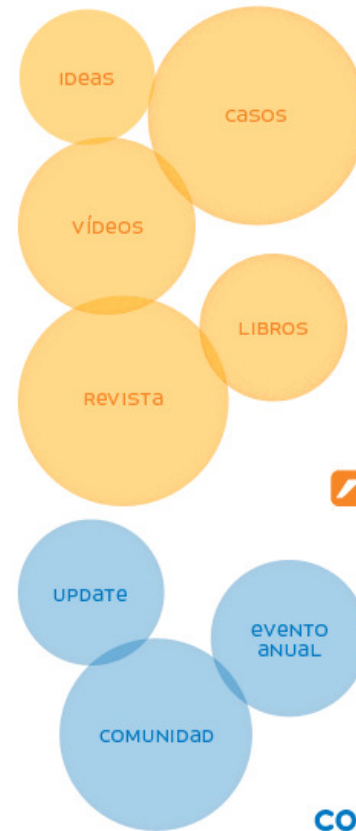
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19 de noviembre de 2010

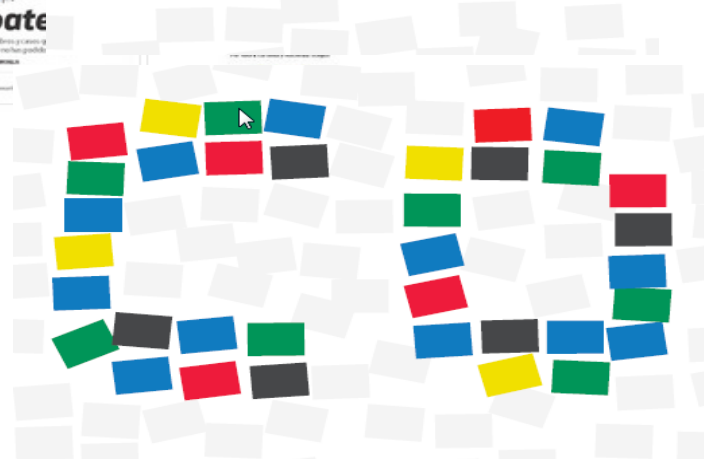
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# 1.000 exemples d'innovació



# 10.000 personas/anys als nostres esdeveniments



## 50 llibres publicats



## Xarxa d'innovadors



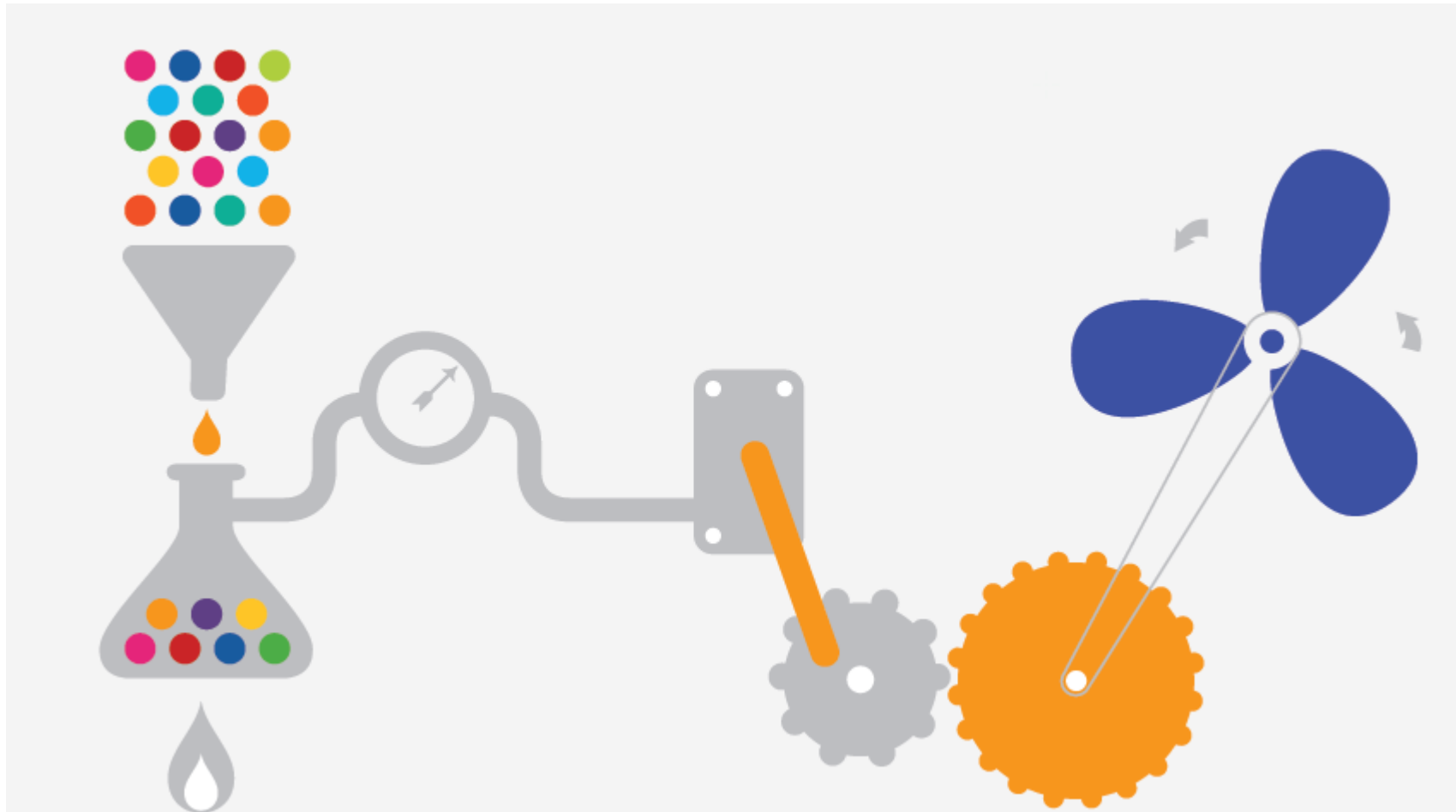


## El nostre model d'innovació



**ideas x value  
= results**

**explorar x dinamitzar = transformar**



El món es fa co-



Exemples que m'inspiren més

Qué farè?

Amb qui ho faré?

EUROPEAN ORGANIZATION FOR NUCLEAR RESEARCH (CERN)



CERN-PH-EP/2010-004  
March 15, 2010

## Charged-particle multiplicities in $pp$ interactions at $\sqrt{s} = 900$ GeV measured with the ATLAS detector at the LHC

The ATLAS Collaboration

### Abstract

The first measurements from proton-proton collisions recorded with the ATLAS detector at the LHC are presented. Data were collected in December 2009 using a minimum-bias trigger during collisions at a centre-of-mass energy of 900 GeV. The charged-particle multiplicity, its dependence on transverse momentum and pseudorapidity, and the relationship between mean transverse momentum and charged-particle multiplicity are measured for events with at least one charged particle in the kinematic range  $|\eta| < 2.5$

## The ATLAS Collaboration

G. Aad<sup>48</sup>, E. Abat<sup>18a,\*</sup>, B. Abbott<sup>110</sup>, J. Abdallah<sup>11</sup>, A.A. Abdelalim<sup>49</sup>, A. Abdesselam<sup>117</sup>, O. Abidinov<sup>10</sup>, B. Abi<sup>111</sup>, M. Abolins<sup>88</sup>, H. Abramowicz<sup>151</sup>, H. Abreu<sup>114</sup>, E. Acerbi<sup>89a,89b</sup>, B.S. Acharya<sup>162a,162b</sup>, M. Ackers<sup>20</sup>, D.L. Adams<sup>24</sup>, T.N. Addy<sup>56</sup>, J. Adelman<sup>173</sup>, M. Aderholz<sup>99</sup>, C. Adorisio<sup>36a,36b</sup>, P. Adragna<sup>75</sup>, T. Adye<sup>128</sup>, S. Aefsky<sup>22</sup>, J.A. Aguilar-Saavedra<sup>123b</sup>, M. Aharrouche<sup>81</sup>, S.P. Ahlen<sup>21</sup>, F. Ahles<sup>48</sup>, A. Ahmad<sup>146</sup>, H. Ahmed<sup>2</sup>, M. Ahsan<sup>40</sup>, G. Aielli<sup>132a,132b</sup>, T. Akdogan<sup>18a</sup>, P.F. Åkesson<sup>29</sup>, T.P.A. Åkesson<sup>79</sup>, G. Akimoto<sup>153</sup>, A.V. Akimov<sup>94</sup>, A. Aktas<sup>48</sup>, M.S. Alam<sup>1</sup>, M.A. Alam<sup>76</sup>, J. Albert<sup>167</sup>, S. Albrand<sup>55</sup>, M. Aleksa<sup>29</sup>, I.N. Aleksandrov<sup>65</sup>, M. Aleppo<sup>89a,89b</sup>, F. Alessandria<sup>89a</sup>, C. Alexa<sup>25a</sup>, G. Alexander<sup>151</sup>, G. Alexandre<sup>49</sup>, T. Alexopoulos<sup>9</sup>, M. Alhroob<sup>20</sup>, M. Aliev<sup>15</sup>, G. Alimonti<sup>89a</sup>, J. Alison<sup>119</sup>, M. Aliyev<sup>10</sup>, P.P. Allport<sup>73</sup>, S.E. Allwood-Spiers<sup>53</sup>, J. Almond<sup>82</sup>, A. Aloisio<sup>102a,102b</sup>, R. Alon<sup>169</sup>, A. Alonso<sup>79</sup>, J. Alonso<sup>14</sup>, M.G. Alvigi<sup>102a,102b</sup>, K. Amako<sup>66</sup>, P. Amaral<sup>29</sup>, G. Ambrosini<sup>16</sup>, G. Ambrosio<sup>89a,c</sup>, C. Amelung<sup>22</sup>, V.V. Ammosov<sup>127,\*</sup>, A. Amorim<sup>123a</sup>, G. Amorós<sup>165</sup>, N. Amran<sup>151</sup>, C. Anastopoulos<sup>138</sup>, T. Andeen<sup>29</sup>, C.F. Anders<sup>48</sup>, K.J. Anderson<sup>30</sup>, A. Andreazza<sup>89a,89b</sup>, V. Andrei<sup>58a</sup>, M.-L. Andrieux<sup>53</sup>, X.S. Anduaga<sup>70</sup>, A. Angerami<sup>34</sup>, F. Anghinolfi<sup>29</sup>, N. Anjos<sup>123a</sup>, A. Annovi<sup>47,40</sup>, A. Antonaki<sup>8</sup>, M. Antonelli<sup>47</sup>, S. Antonelli<sup>19a,19b</sup>, J. Antos<sup>143b</sup>, B. Antunovic<sup>41</sup>, F. Anulli<sup>131a</sup>, S. Aoun<sup>83</sup>, G. Arabidze<sup>8</sup>, I. Aracena<sup>142</sup>, Y. Arai<sup>96</sup>, A.T.H. Arce<sup>14</sup>, J.P. Archambault<sup>28</sup>, S. Arfaoui<sup>29,b</sup>, J.-F. Arguin<sup>14</sup>, T. Argyropoulos<sup>9</sup>, E. Arik<sup>18a,\*</sup>, M. Arik<sup>18a</sup>, A.J. Armbruster<sup>87</sup>, K.E. Arms<sup>108</sup>, S.R. Armstrong<sup>24</sup>, O. Arnaez<sup>4</sup>, C. Arnauld<sup>114</sup>, A. Artamonov<sup>95</sup>, D. Arutinov<sup>20</sup>, M. Asai<sup>142</sup>, S. Asai<sup>153</sup>, R. Asfandiyarov<sup>170</sup>, S. Ask<sup>82</sup>, B. Åsman<sup>144a,144b</sup>, D. Asner<sup>28</sup>, L. Asquith<sup>77</sup>, K. Assamagan<sup>24</sup>, A. Astbury<sup>167</sup>, A. Astvatsatourov<sup>52</sup>, B. Athar<sup>1</sup>, G. Atoian<sup>173</sup>, B. Aubert<sup>4</sup>, B. Auerbach<sup>173</sup>, E. Auge<sup>114</sup>, K. Augsten<sup>126</sup>, M. Aurousseau<sup>4</sup>, N. Austin<sup>73</sup>, G. Avolio<sup>161</sup>, R. Avramidou<sup>9</sup>, D. Axen<sup>166</sup>, C. Ay<sup>54</sup>, G. Azuelos<sup>93,c</sup>, Y. Azuma<sup>153</sup>, M.A. Baak<sup>29</sup>, G. Baccaglioni<sup>89a</sup>, C. Bacci<sup>133a,133b</sup>, A.M. Bach<sup>14</sup>, H. Bachacou<sup>135</sup>, K. Bachas<sup>29</sup>, G. Bachy<sup>29</sup>, M. Backes<sup>49</sup>, E. Badescu<sup>25a</sup>, P. Bagnaia<sup>131a,131b</sup>, Y. Bai<sup>32a</sup>, D.C. Bailey<sup>156</sup>, T. Bain<sup>156</sup>, J.T. Baines<sup>128</sup>, O.K. Baker<sup>173</sup>, M.D. Baker<sup>24</sup>, S. Baker<sup>77</sup>, F. Baltasar Dos Santos Pedrosa<sup>29</sup>, E. Banas<sup>38</sup>, P. Banerjee<sup>93</sup>, S. Banerjee<sup>167</sup>, D. Banfi<sup>89a,89b</sup>, A. Bangert<sup>136</sup>, V. Bansal<sup>167</sup>, S.P. Baranov<sup>94</sup>, S. Baranov<sup>65</sup>, A. Barashkou<sup>65</sup>, T. Barber<sup>27</sup>, E.L. Barberio<sup>86</sup>, D. Barberis<sup>50a,50b</sup>, M. Barbero<sup>20</sup>, D.Y. Bardin<sup>65</sup>, T. Barillari<sup>99</sup>, M. Barisonzi<sup>172</sup>, T. Barklow<sup>142</sup>, N. Barlow<sup>27</sup>, B.M. Barnett<sup>128</sup>, R.M. Barnett<sup>14</sup>, A. Baroncelli<sup>133a</sup>, M. Barone<sup>47</sup>, A.J. Barr<sup>117</sup>, F. Barreiro<sup>80</sup>, J. Barreiro Guimarães da Costa<sup>57</sup>, P. Barrillon<sup>114</sup>, V. Bartheld<sup>99</sup>, H. Bartko<sup>99</sup>, R. Bartoldus<sup>142</sup>, D. Bartsch<sup>20</sup>, R.L. Bates<sup>53</sup>, S. Bathe<sup>24</sup>, L. Batkova<sup>143a</sup>, J.R. Batley<sup>27</sup>, A. Battaglia<sup>16</sup>, M. Battistin<sup>29</sup>, G. Battistoni<sup>89a</sup>, F. Bauer<sup>135</sup>, H.S. Bawa<sup>142</sup>, M. Bazalova<sup>124</sup>, B. Beare<sup>156</sup>, T. Beau<sup>78</sup>, P.H. Beauchemin<sup>117</sup>, R. Beccherle<sup>50a</sup>, N. Becerici<sup>18a</sup>, P. Bechtel<sup>41</sup>, G.A. Beck<sup>75</sup>, H.P. Beck<sup>16</sup>, M. Beckingham<sup>48</sup>, K.H. Becks<sup>172</sup>, A.J. Beddall<sup>18c</sup>, A. Beddall<sup>18c</sup>, V.A. Bednyakov<sup>65</sup>, C. Bee<sup>83</sup>, M. Beger<sup>24</sup>, S. Behar Harpaz<sup>150</sup>, P.K. Behers<sup>63</sup>, M. Beimforde<sup>99</sup>, G.A.N. Belanger<sup>28</sup>, C. Belanger-Champagne<sup>164</sup>, B. Belhorma<sup>55</sup>, P.J. Bell<sup>49</sup>, W.H. Bell<sup>49</sup>, G. Bella<sup>151</sup>, L. Bellagamba<sup>19a</sup>, F. Bellina<sup>29</sup>, G. Bellomo<sup>89a</sup>, M. Bellomo<sup>118a</sup>, A. Belloni<sup>57</sup>, K. Belotskiy<sup>96</sup>, O. Beltramello<sup>29</sup>, A. Belymam<sup>75</sup>, S. Ben Ami<sup>150</sup>, O. Benary<sup>151</sup>, D. Benchekroun<sup>134a</sup>, C. Benchouk<sup>83</sup>, M. Bende<sup>81</sup>, B.H. Benedict<sup>161</sup>, N. Benekos<sup>163</sup>, Y. Benhammou<sup>151</sup>, G.P. Benincasa<sup>123a</sup>, D.P. Benjamin<sup>44</sup>, M. Benoit<sup>114</sup>, J.R. Bensinger<sup>22</sup>, K. Benslama<sup>129</sup>, S. Bentvelsen<sup>105</sup>, M. Beretta<sup>47</sup>, D. Berge<sup>29</sup>, E. Bergeas Kuitmann<sup>144a,144b</sup>, N. Berger<sup>4</sup>, F. Berghaus<sup>167</sup>, E. Berglund<sup>49</sup>, J. Beringer<sup>14</sup>, K. Bernhardt<sup>80</sup>, P. Bernat<sup>114</sup>, R. Bernhard<sup>48</sup>, C. Bernius<sup>77</sup>, T. Berry<sup>76</sup>, A. Bertin<sup>19a,19b</sup>, F. Bertinelli<sup>29</sup>, S. Bertolucci<sup>47</sup>, M.I. Besana<sup>89a,89b</sup>, N. Besson<sup>135</sup>, S. Bethke<sup>99</sup>, R.M. Bianchi<sup>48</sup>, M. Bianco<sup>72a,72b</sup>, O. Biebel<sup>98</sup>, M. Bieri<sup>141</sup>, J. Biesiada<sup>14</sup>, M. Biglietti<sup>131a,131b</sup>, H. Bilokon<sup>47</sup>.



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## Rodalies R2

Sant Vicenç/Aeroport - Granollers - Maçanet

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fa 1 hora RT [@bcnrod](#): RT [@rodatia2](#): La web que oferia abonaments de transport al 50%

Veure historial R2

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## Rodalies R4

Sant Vicenç - Martorell - Barcelona - Manresa

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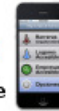
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¿Que es? | **Accesibilidad** | **Barrera Arquitectónica** | Listados | Rutas beta | + Marca

Mapa | Satèl·lit | Híbrid

Map showing accessibility markers across Spain and Portugal. Markers include: Barrera Arquitectónica (red cone), Barrera en estudio (yellow cone), Acceso Adaptado (green tree), Aparcamientos (blue car), and Entornos Accesibles (green circle). Major cities like Madrid, Barcelona, and Lisbon are labeled.

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Mapa de datos de la infraestructura de transporte ©2011 Europa Technologies, Google, Tele Atlas, Conditio

¿Que es?: Barrera Arquitectónica | Barrera en estudio | Acceso Adaptado | Aparcamientos | Entornos Accesibles

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**Cesar Henriquez**  
 Mujer de 54 años, sin antecedentes patologicos, ex-fumadora desde hace 2 meses fumaba 17 cigarrillos diarios por 30 años, sin tratamiento habitual. Acude a Urgencias por 3 días de evolución con tos y escasa expectoración de coloración verdosa, Fiebre de hasta 38°C hasta ayer, con sensación distérmica, hoy febrícula de 37,7. No disnea, no dolor torácico ni costales, no palpitaciones.No otra sintomatología. A la exploración: TA:132/90 FC:113, Temp: 36°C, crepitantes dispersos. Resto de la exploración normal. Leucocitos 20.20 10<sup>3</sup>/μL, Neutrófilos % 87.20 %, Linfocitos % 8.10 %, Monocitos % 3.70 %, Eosinófilos % 0,50 %, Hemoglobina 12.40 g/dL, Hematocrito 37.10 %, plaquetas 323.00 10<sup>3</sup>/μL. GAB art basal: pH 7.44, PCO2 35.60 mmHg, PO2 64.90 mmHg, Bicarbonato 23.70 mmol/L, Sat O2 93.60 % (FIO2 21.00 %). Bioquímica normal. PCR: 53.00 mg/L

Se hizo una prueba que fue diagnostica. Solución a las 18:00 horas



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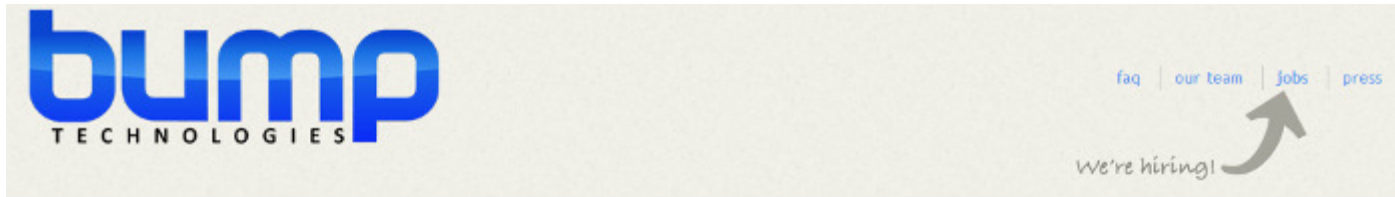
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**Cesar Henriquez** legionella negativo  
 Yesterday at 5:49pm · Like · 1

**Cesar Henriquez** Siendo las 18:00 horas: ag de neumococo positivo en orina. Dx: neumonia por neumococo. Quiz para Santiago Casares  
 Yesterday at 5:58pm · Like

**Santiago Casares** si el gram es negativo....queda micoplasma (por ser intersticial) ,serologia



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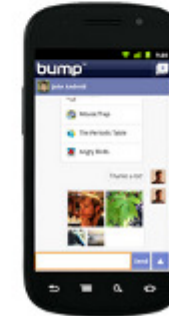
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	<b>Our Mission</b>
	<b>What Do You Prize?</b>





Els negocis es fan co-



The advertisement features a man with curly hair, wearing a dark jacket and jeans, holding a silver folder and drinking from a small can of coffee. He stands in a red-walled hallway. In the foreground, three large cans of Illy Issimo coffee are displayed, each covered in condensation. The cans are labeled 'cappuccino', 'caffè 100% ARABICA', and 'latte macchiato'. The background is a vibrant red wall with a white floor.

**illy**  
*issimo*

**KEEP YOUR  
INSPIRATION  
GOING.**

**ILLY ISSIMO**  
**ABOUT COFFEE**  
**EVENTS**  
**MEDIA GALLERY**  
**RECIPES**  
**SPECIAL CONTENTS**  
**ILLY ISSIMO PEOPLE**

**illy**  
*issimo*  
cappuccino  
100% ARABICA  
ITALIAN ESPRESSO STYLE

**illy**  
*issimo*  
caffè  
100% ARABICA

**illy**  
*issimo*  
latte  
macchiato  
100% ARABICA





PSA PEUGEOT CITROËN



#### BMW PSA

By building together the hybrid systems both BMW and PSA will reduce the costs and probably will be able to share their knowledge and achieve new innovations. The new hybrid system will debut somewhere in 2014 and will be available, of course, for the BMW, Peugeot and Citroen eco-friendly vehicles.

FINANCIAL TIMES

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June 23, 2011 7:45 pm

## Pharma collaboration: chemical reactions

Sharing is virtuous. Whether it is profitable usually depends on whether you are on the receiving end. Both **Pfizer** and **Bristol-Myers Squibb** seemed happy on Thursday. News that Apixaban, an anti-clotting drug the companies jointly control, achieved better than expected clinical results moved Pfizer's shares up by 2 per cent and Bristol's by







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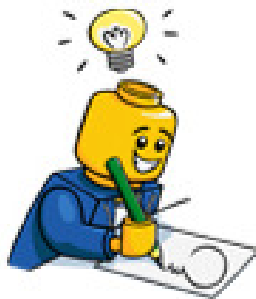


**CUUSOO**

Let LEGO® make your wishes come true!  
Gather 1000 supporters and get produced

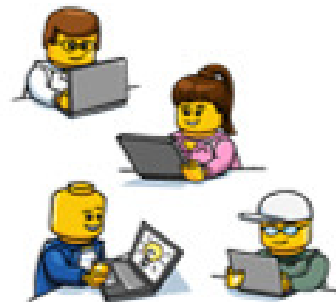
Make Your Wishes Come True

1.



Have an idea? Create a Wish!!

2.



People sharing the same Wish  
can pledge their Support

3.



Wishes with 1000 supporters  
can become LEGO® products



Aspiring to be the **patient-centric** biopharma leader

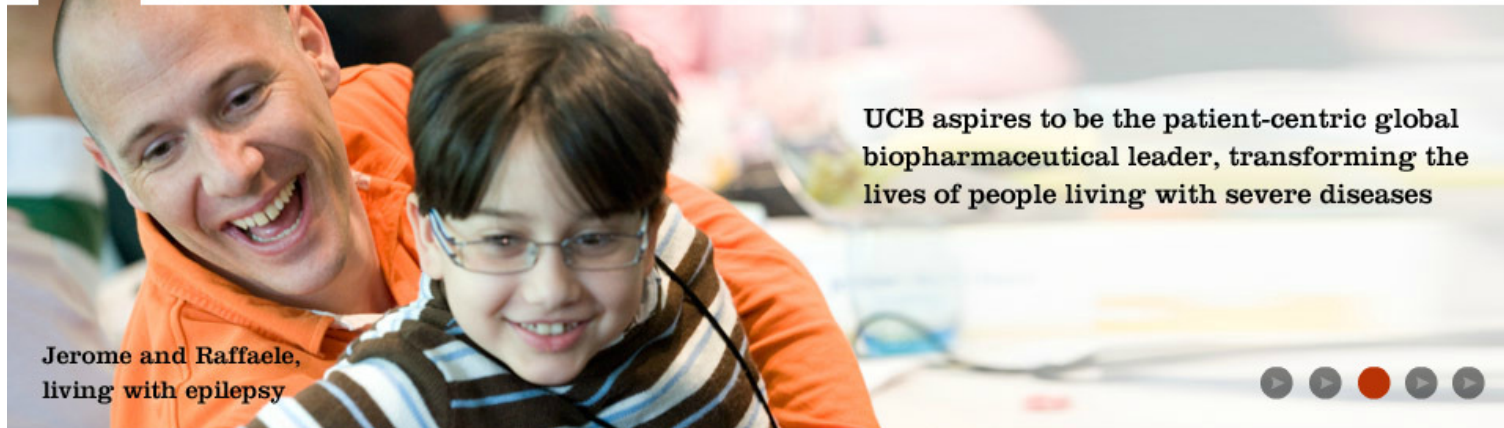
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UCB aspires to be the patient-centric global biopharmaceutical leader, transforming the lives of people living with severe diseases

Jerome and Raffaele, living with epilepsy

**At UCB** our sense of purpose is to help people suffering from severe central nervous system or immunological disorders lead normal, everyday lives. Our ambition is to offer them innovative new medicines and ground-breaking solutions that go beyond the drug. We are committed to enabling cutting-edge scientific research that is



› **Sharing the good news...**  
Posted by Antje Witte, Investor Relations 23-Jan-2012



› **'Closing the Gap' at Christmas time**  
Posted by Isabelle de Cambry, Corporate Social Responsibility 21-Dec-2011



› **UCB: always listening**  
Posted by France Nivelles, Global Communications & Change Support

› Acquisition of own shares in the framework of employees' long-term incentive plans  
**26-Jan-2012**

› UCB announces FDA approval for Keppra® in infants and children from one month of age with partial onset seizures  
**25-Jan-2012**

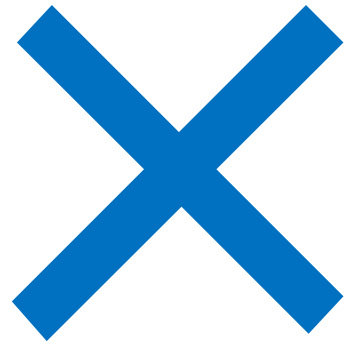
› NYSE Euronext Brussels grants UCB the Best BEL 20 Performer Award 2011  
**23-Jan-2012**

› Acquisition of own shares in the framework of employees' long-term incentive plans  
**19-Jan-2012**





- Convenient
- Thousands of centers nationwide
- Walk up with a check, make a deposit in seconds





## Amazon Testing 7-Eleven Package Pickup Lockers



5 days ago by Jennifer Van Grove

34



Like



Send

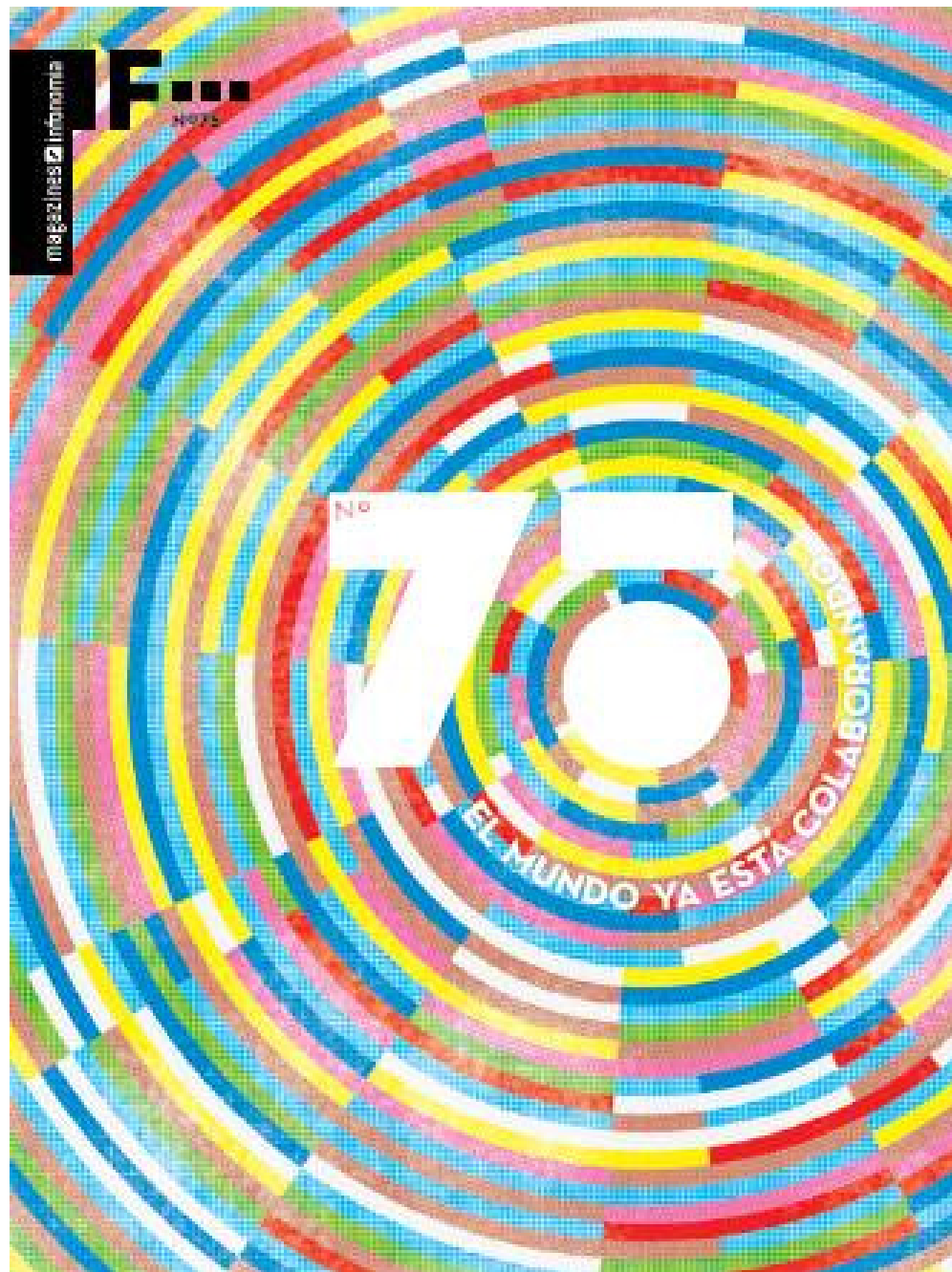


280 people like this. Be the first of your friends.

Online retail giant [Amazon](#) is about to try out a locker-based delivery system at select 7-Eleven stores, according to multiple reports.

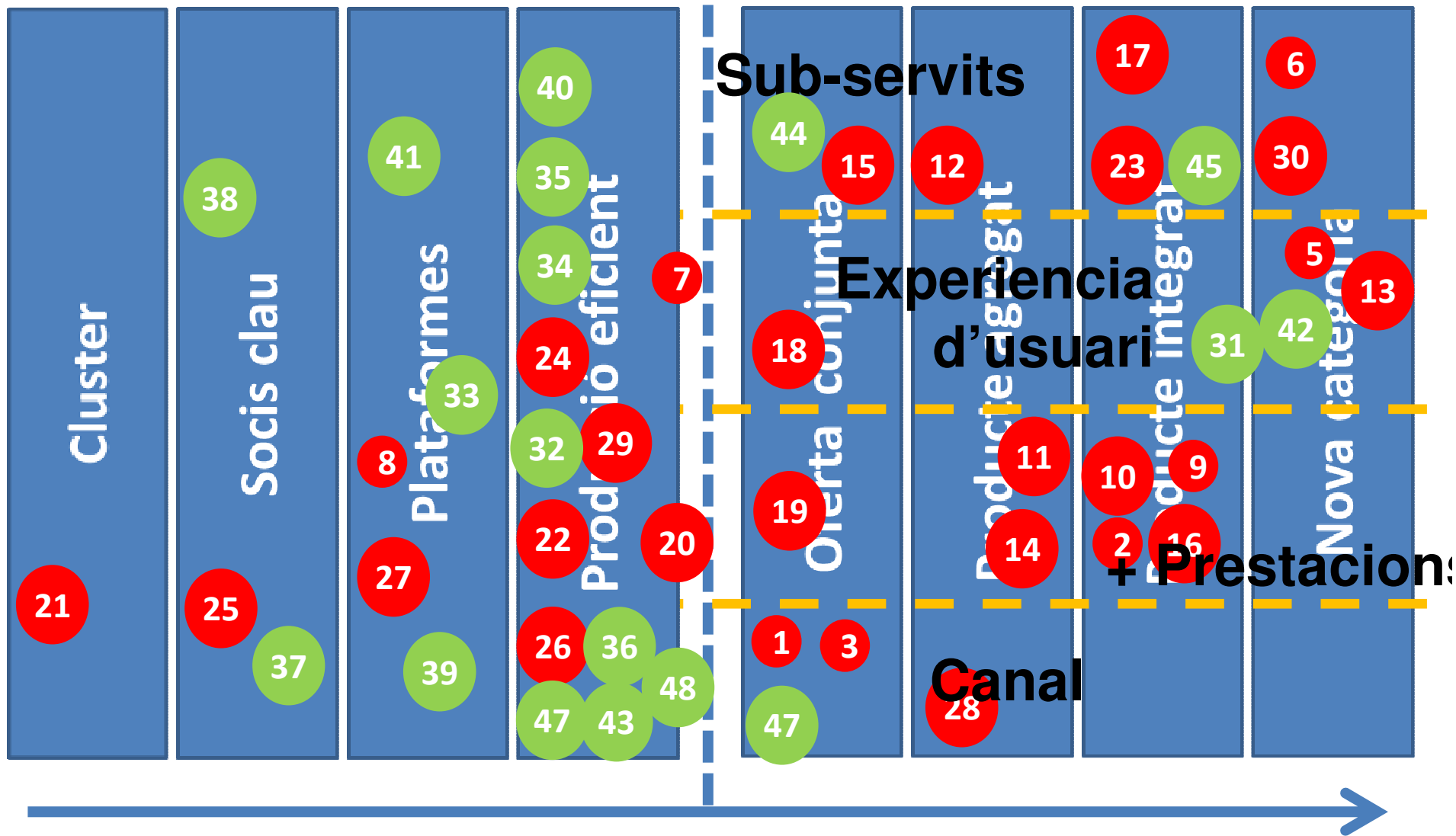
The new system will allow a customer to select at checkout a nearby 7-Eleven store for package pickup. The customer would then enter a PIN to retrieve the package from an Amazon locker — akin to a P.O. box — inside the designated store.





# Eficiència

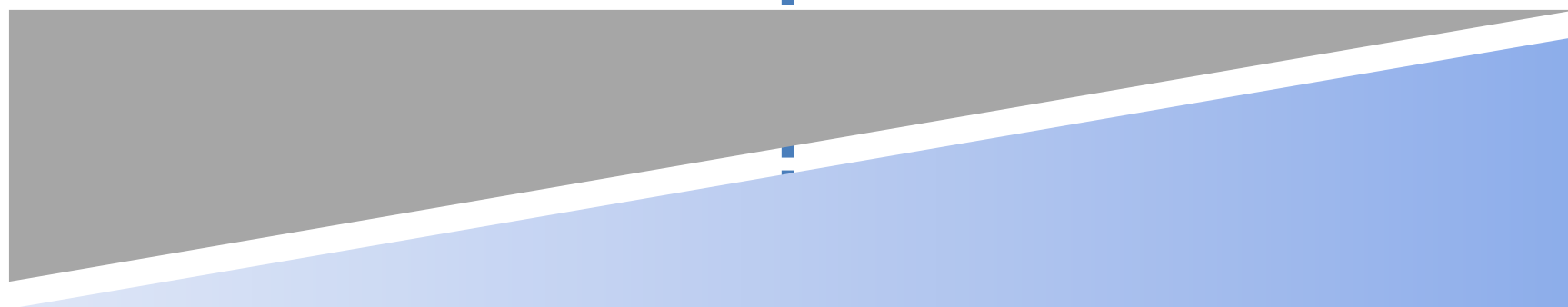
# Diferència



Eficiència

Diferència

Eficiència



Diferència

- Co

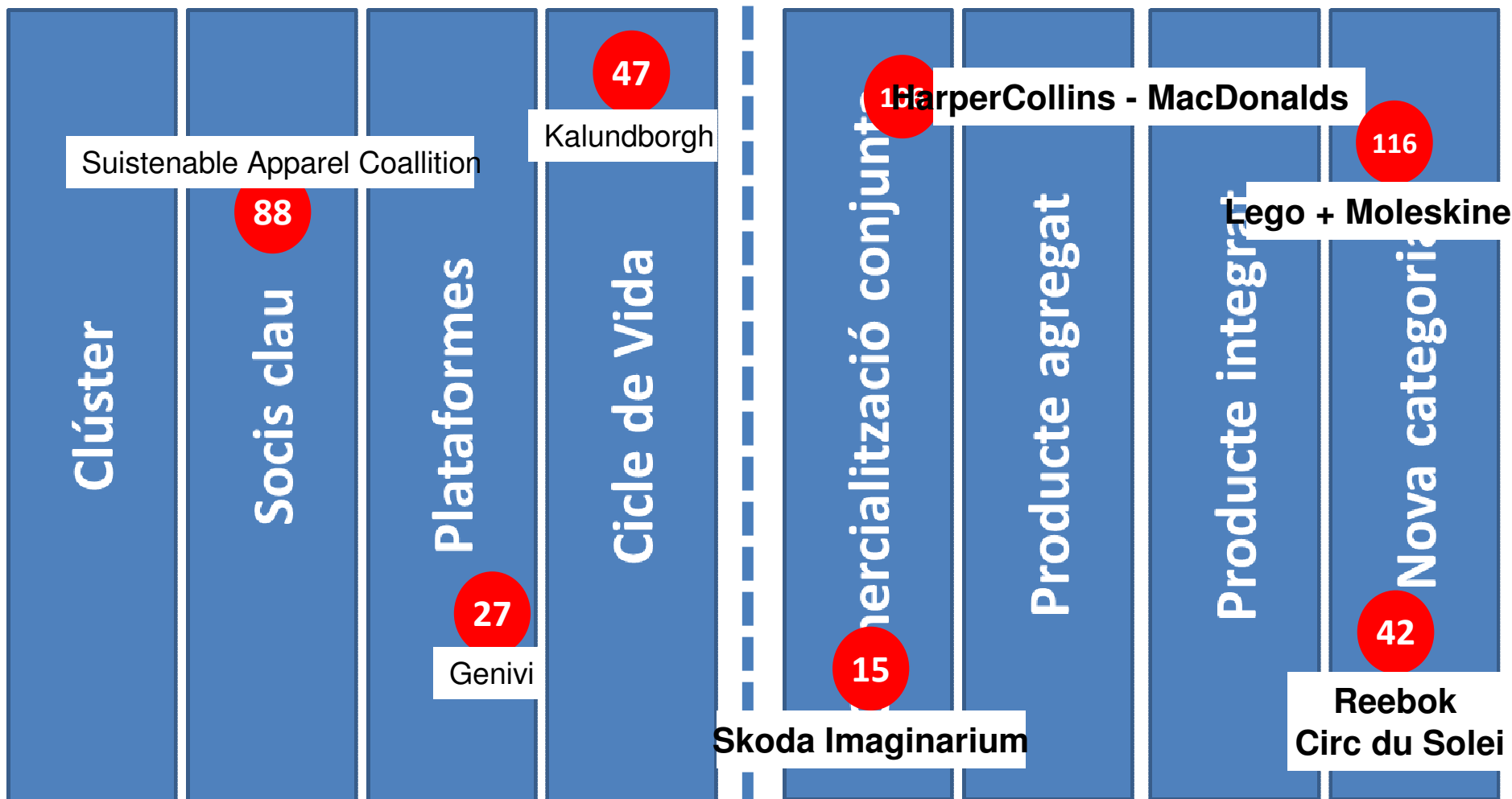


+ Co



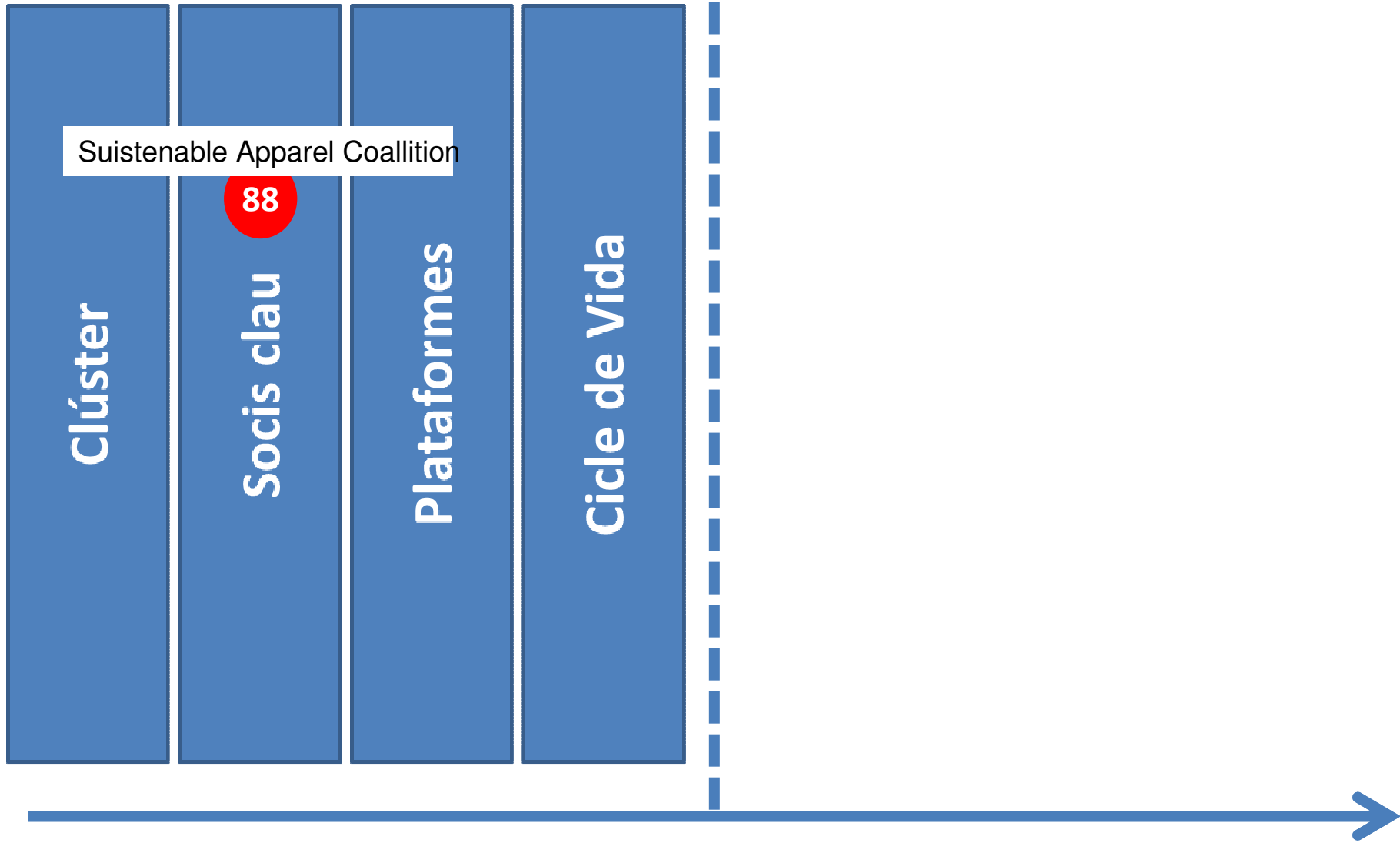
# Eficiència

# Diferència





# Eficiència: Socis clau



# SUSTAINABLE APPAREL COALITION

The Sustainable Apparel Coalition is an industry-wide group of leading apparel and footwear brands, retailers, manufacturers, non-governmental organizations, academic experts and the U.S. Environmental Protection Agency working to reduce the environmental and social impacts of apparel and footwear products around the world.

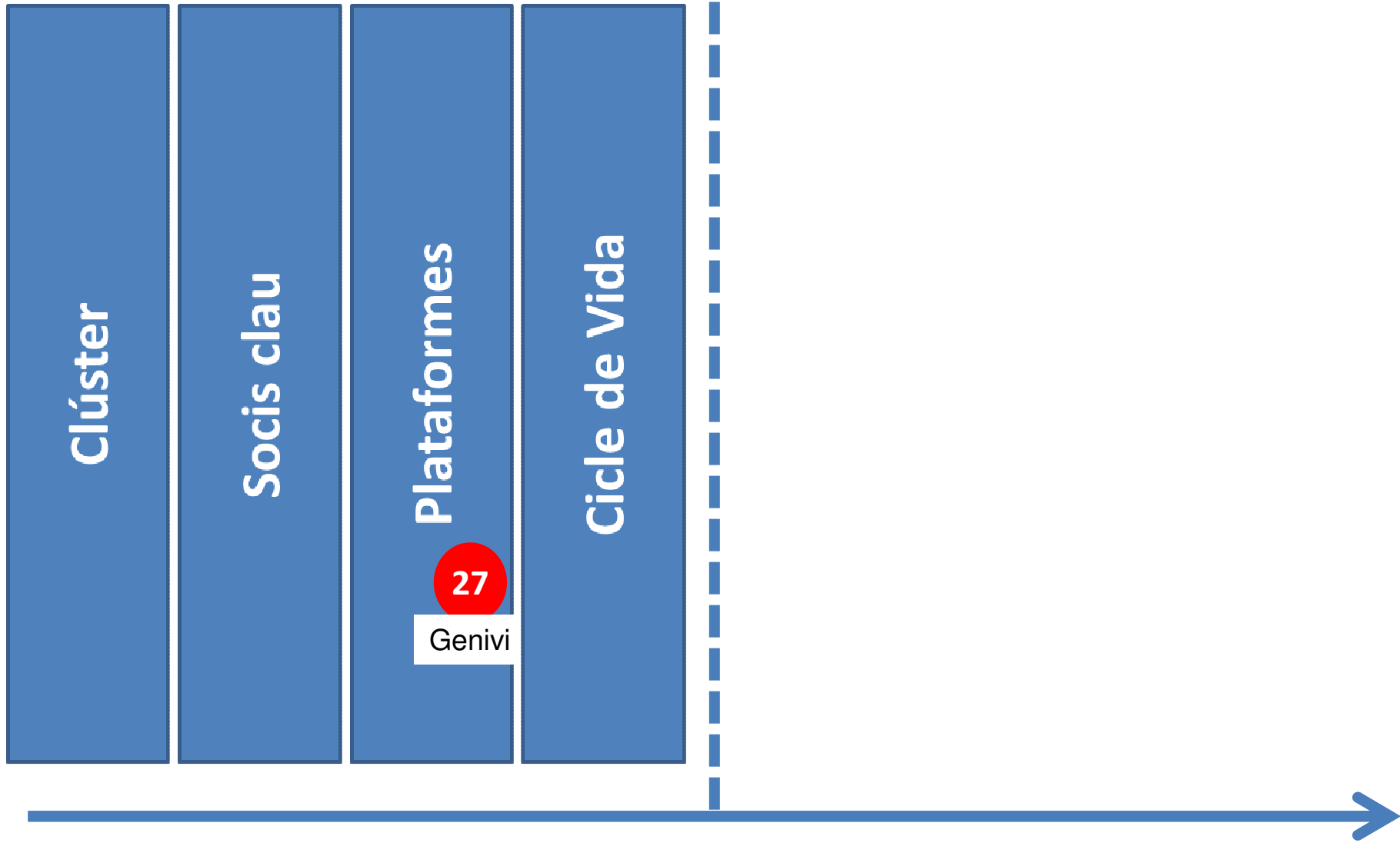
## **Pilot Test the V1 Apparel Index**

Our V1 Apparel Index is available for public review and comments after registering and agreeing to a Terms of Use. Please register by clicking [here](#).

Submit comments and feedback by [downloading the feedback form](#).



# Eficiència: Plataformes





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**Get your IVI products to market faster**  
 Build your enhancements on GENIVI's core services platform and streamline your development process.

**Why Become a GENIVI Member?**

- Media and Analysts
- Current GENIVI Members

Photo Credits

### About the Alliance

GENIVI is a non-profit industry alliance committed to driving the broad adoption of an In-Vehicle Infotainment (IVI) open-source development platform.

The alliance aims to align requirements, deliver reference implementations, offer certification programs, and foster a vibrant open-source IVI community.

Our work will result in shortened development cycles, faster time-to market, and reduced costs

### News and Views

12/20/2011  
[The Advent of Super Communities](#)  
Open Source Delivers

12/06/2011  
[Open Source and the Open Road, Part 2](#)  
LinuxInsider

11/22/2011  
[Open Source and the Open Road, Part 1](#)  
(Joel Hoffmann Interview with TechNews World)

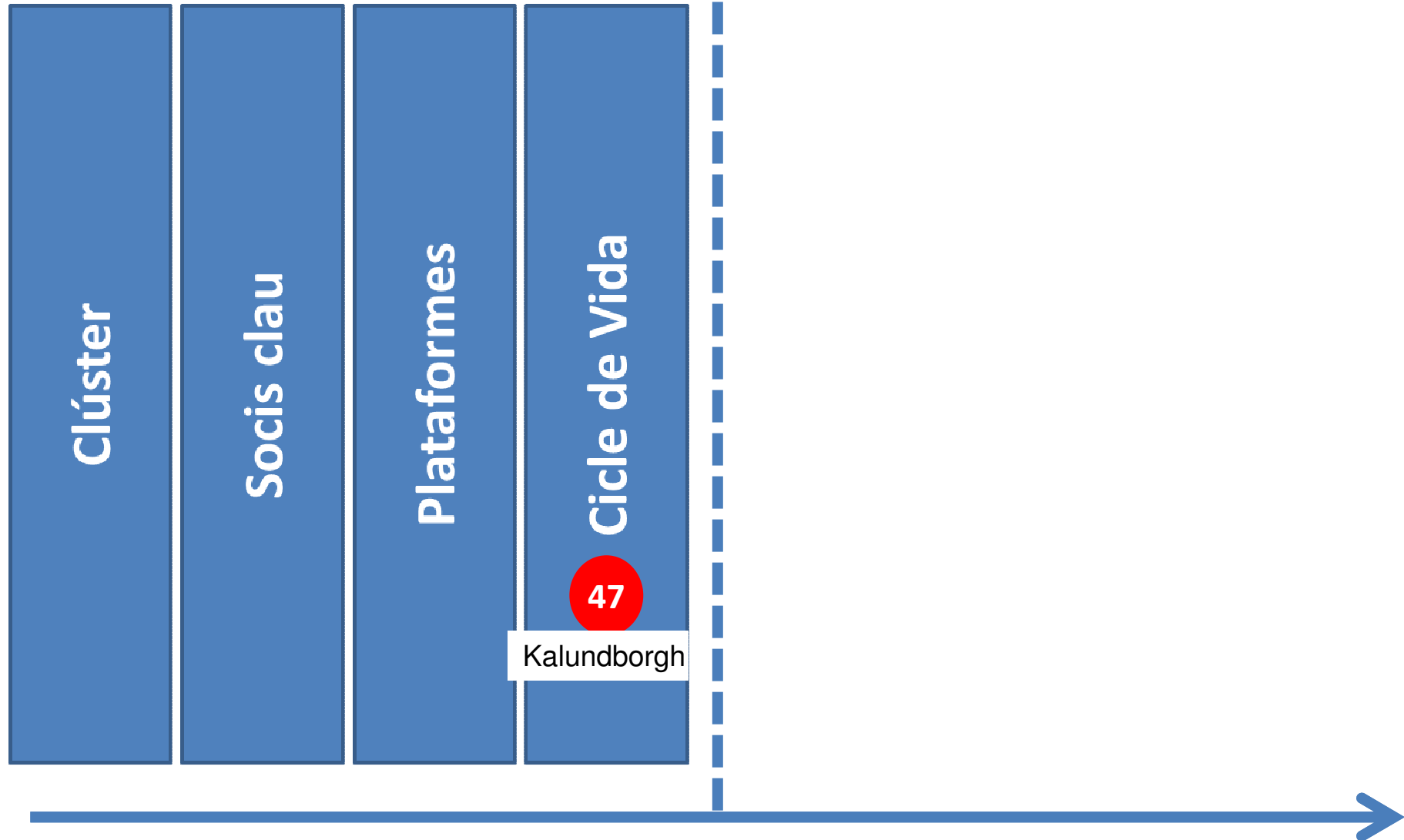
### Compliance Program

The GENIVI compliance program provides a set of specifications for GENIVI member companies to measure their products and services. Those that meet the specifications may be registered as GENIVI compliant and listed on the GENIVI website. [Read more.](#)

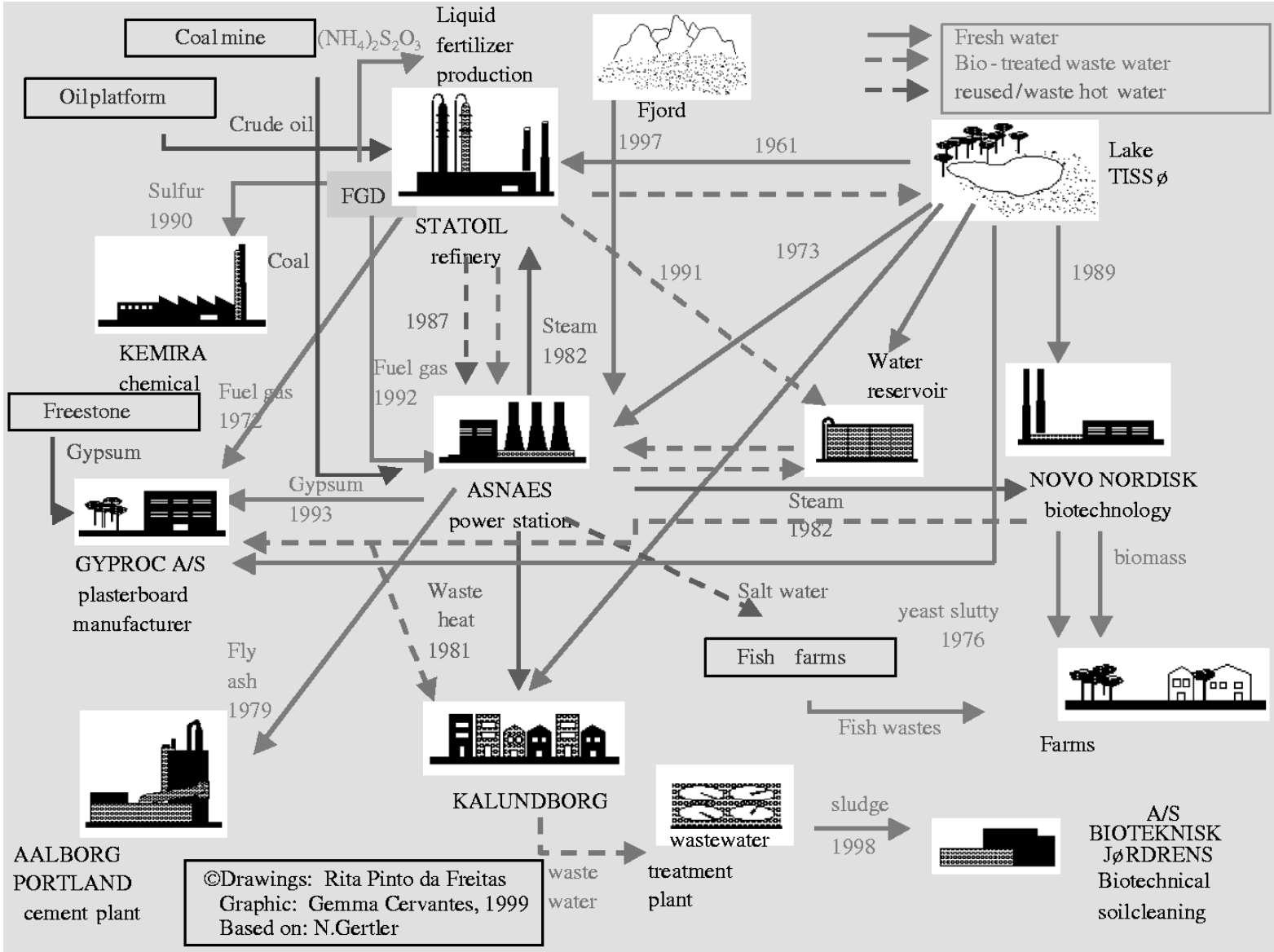
### Events

**6th All Member Meeting**  
April 24-27, 2012

# Eficiència: Plataformes







Eficiència

Diferència

Oportunitats

Problemes

Comercialització conjunta

Producte agregat

Producte integrat

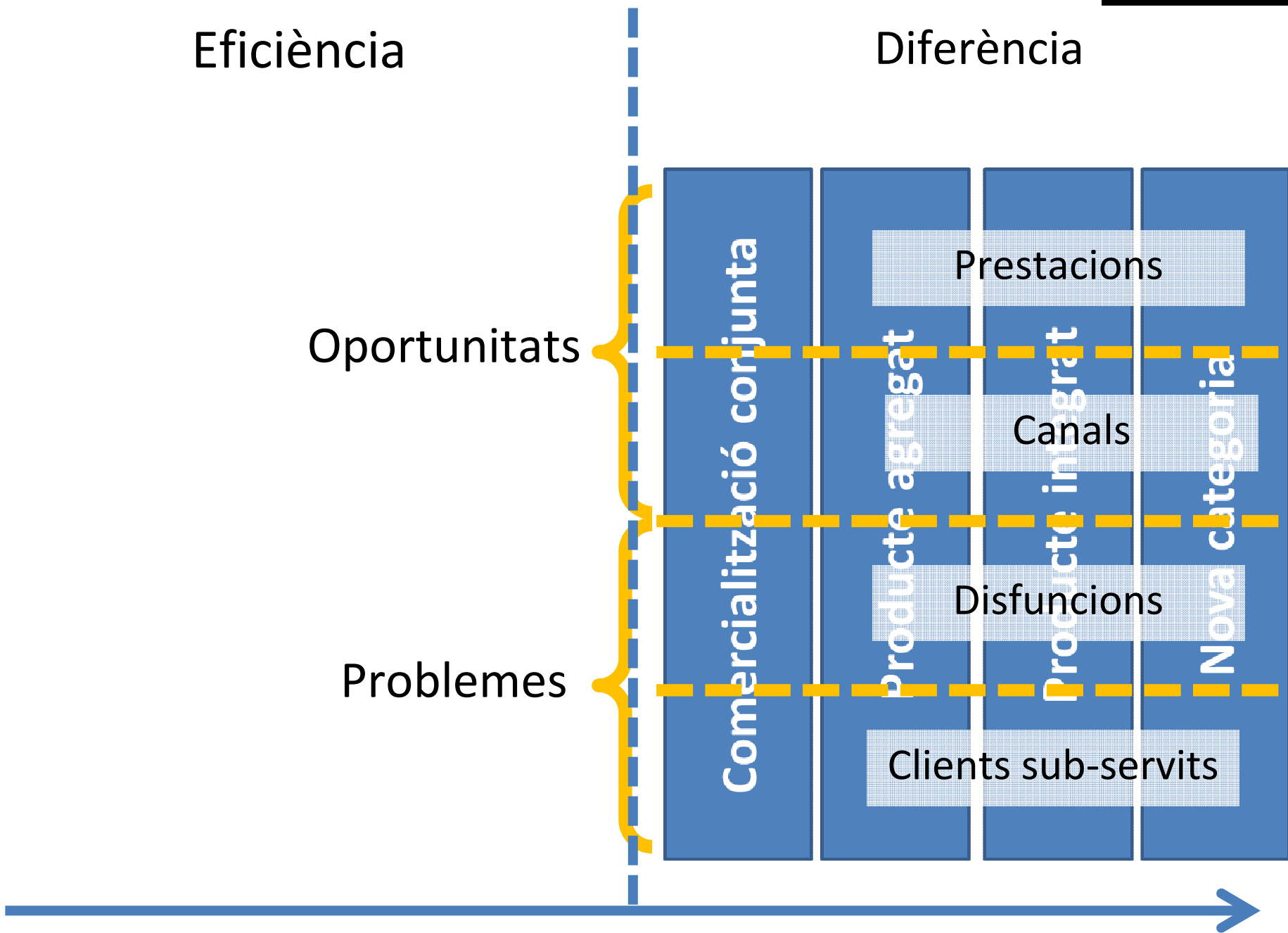
Nova categoria

Prestacions

Canals

Disfuncions

Clients sub-servits



Eficiència

Diferència

# Problemes Sub-servits

Oferta conjunta

15

Producte agregat

Producte integrat

Nova categoria

Sioda Imaginarium





Gana un  
**viaje Imaginarium**  
para toda la  
familia

la opción  
más inteligente  
para viajar con  
niños

Quiero probarlo

Eficiència

Diferència

# Problemes Disfuncions

Oferta conjunta

Producte agregat

Producte integrat

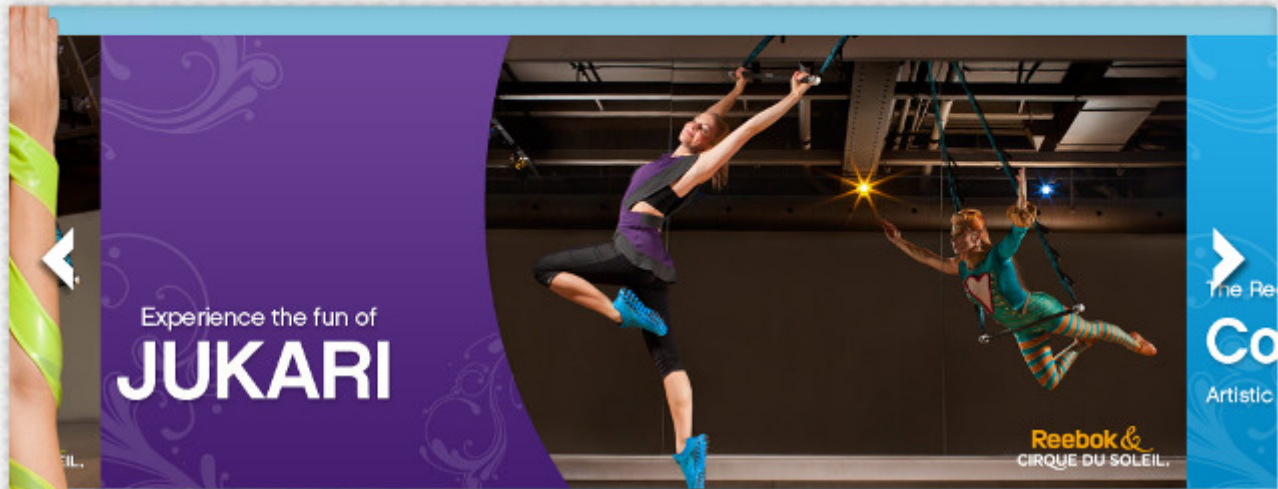
Nova categoria

42

Reebok  
Circ du Solei



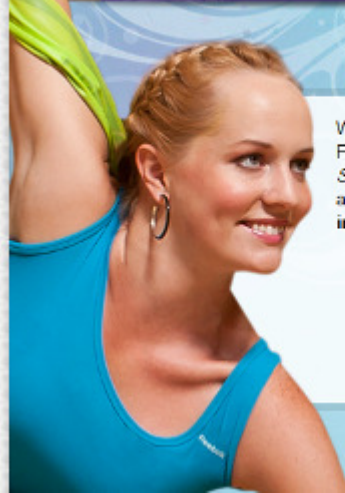




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Welcome to the world of JUKARI Fit to Fly™ and JUKARI Fit to Flex™, two unique, high-energy workouts combining *Cirque du Soleil's* creativity and artistry with Reebok's fitness expertise and knowledge. **Choose the workout you are most interested in:**



JUKARI Fit to Fly



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- COLLECTION
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- HOT TOPIC
- FAQ'S

Like Reebok Women on Facebook  
341,092 people like Reebok Women



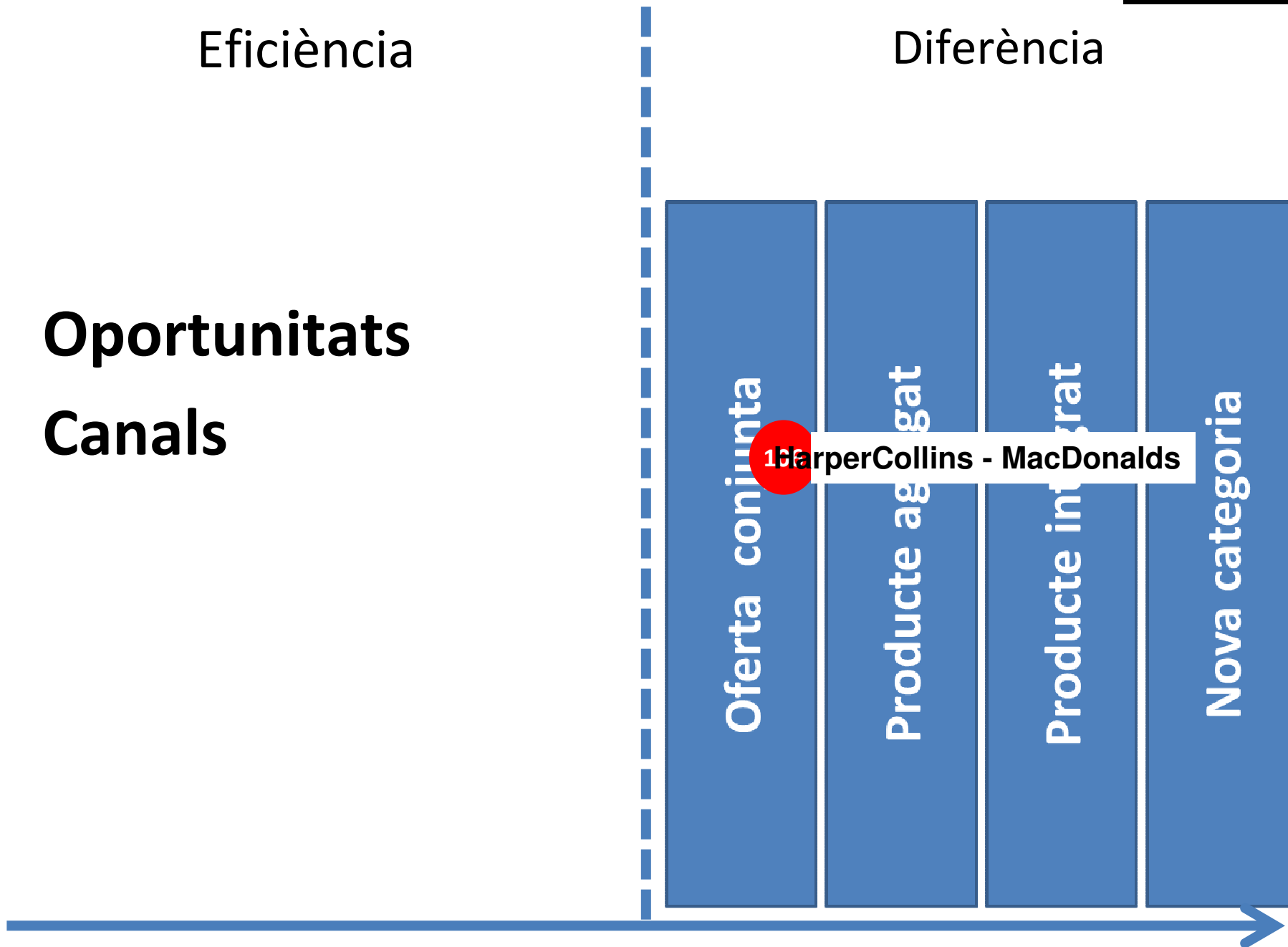
**CO-EXPERIENCE  
SPORT**

Eficiència

Diferència

Oportunitats

Canals



Eficiència

Diferència

.../ McDonald's links up with HarperCollins to put books into the hands of families

Nutrition Calculator 0 items Share

## McDonald's links up with HarperCollins to put books into the hands of families

11 January 2012

- Millions of Michael Morpurgo's Mudpuddle Farm books to be handed out with McDonald's Happy Meals
- Jeff Brazier shares his tips to inspire kids through storytelling

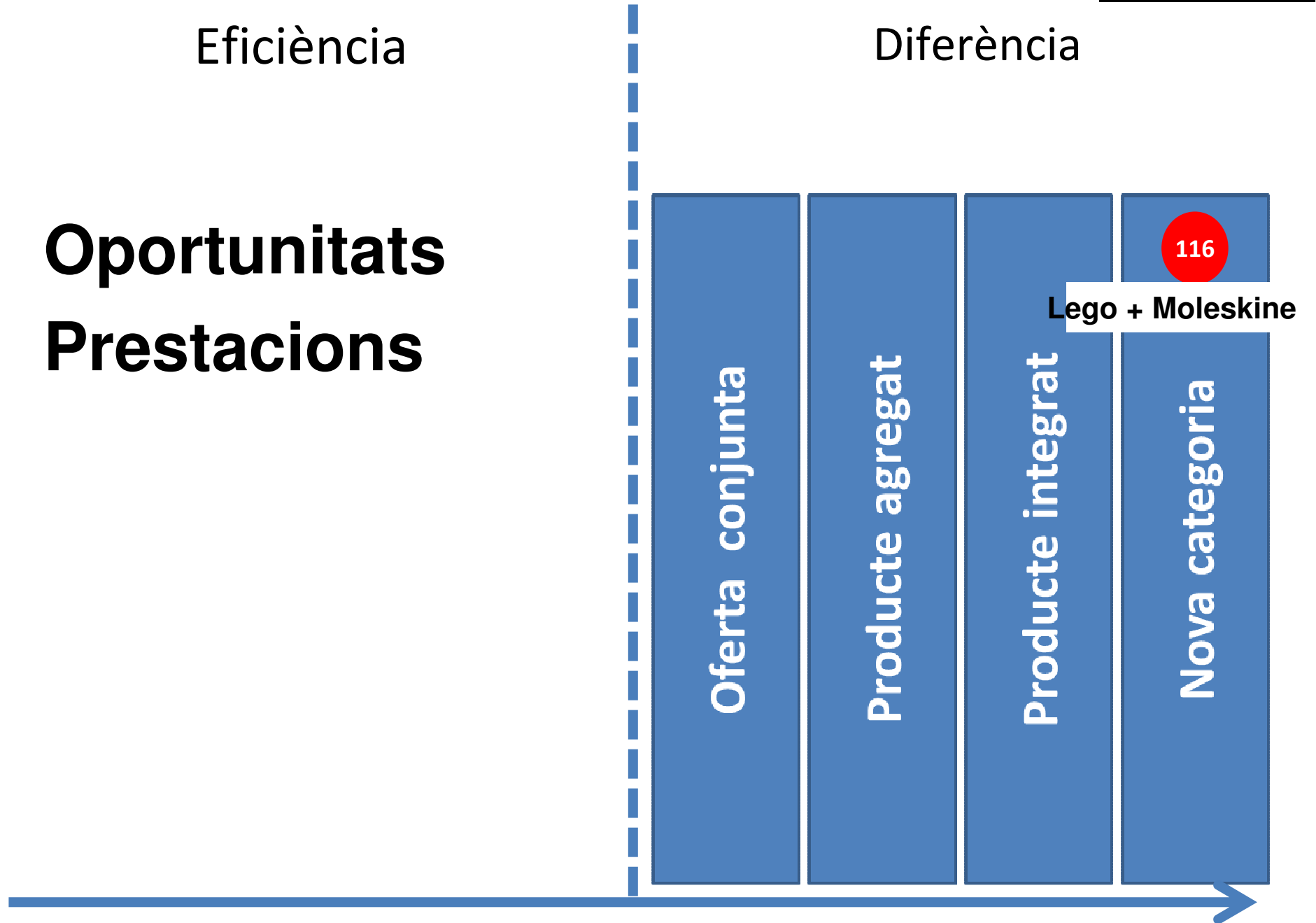
**Newsroom**

- Press releases
- About McDonald's
- Reports, publications & speeches
- History
- Image gallery
- Our UK Executive Team
- Contact the press office
- Register for email alerts

Eficiència

Diferència

**Oportunitats  
Prestacions**





## Official LEGO Moleskine notebooks coming in March 2012 [News]

Andrew | Jan 28, 2012 | LEGO, News | 4 Comments

For the past decade or so, I've done all of my writing in nothing but Moleskine notebooks. Moleskines have never been more than an arm's length away, accompanying me on trips to England, New Zealand, and Ireland, capturing details and inspiration for my life on the [literary fringe](#). Occasionally, I'd jot down ideas for LEGO builds.

With the upcoming release of **officially licensed LEGO Moleskine notebooks**, I'll have a dedicated place to put my lists of micro-space ship classes, World War II vehicles, plans for next year's collaborative display, and sketches of interstellar refueling depots.



All four are available for pre-order on Amazon.com:

the future is **CO-**

the present is **CO-**





# MOCHILA ERGONÓMICA

## ERGONOMIC BACKPACK

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desarrollada en colaboración con:  
developed in collaboration with:

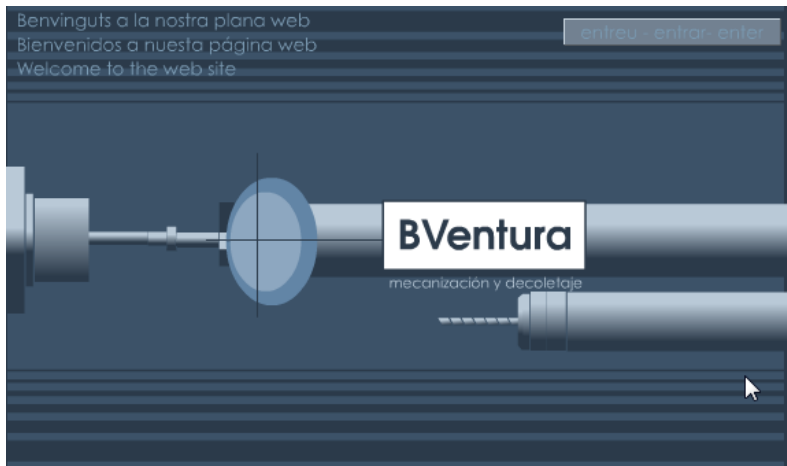
**Sant Joan de Déu**  
HOSPITAL MATERNOINFANTIL - UNIVERSITAT DE BARCELONA





Pectus Excavatum

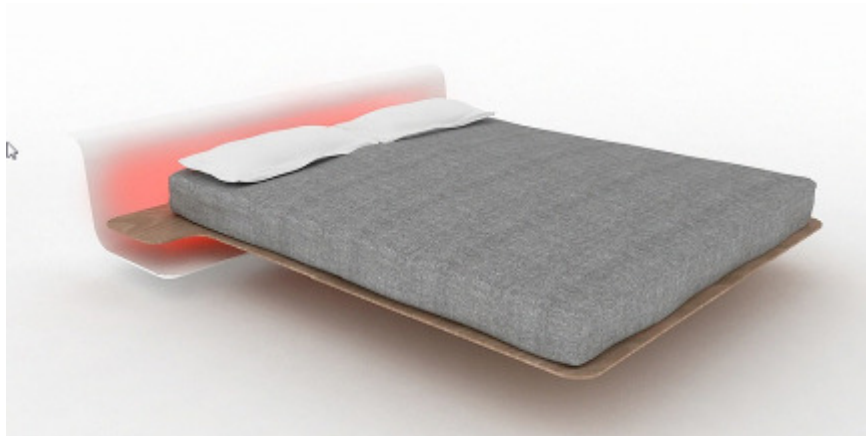




The 'Dezigual' logo is positioned on the left side of the image. It features the word 'Dezigual' in a bold, white, sans-serif font, set against a red background with a vertical wood-grain texture. A registered trademark symbol (®) is located at the end of the word.A blue plus sign (+) is centered between the 'Dezigual' logo and the 'infonomia' logo, indicating a combination or partnership.











La meva  
empresa









Models de negoci i co-

Es més important  
la reinvenició del model  
de negoci que la innovació  
en producte o servei

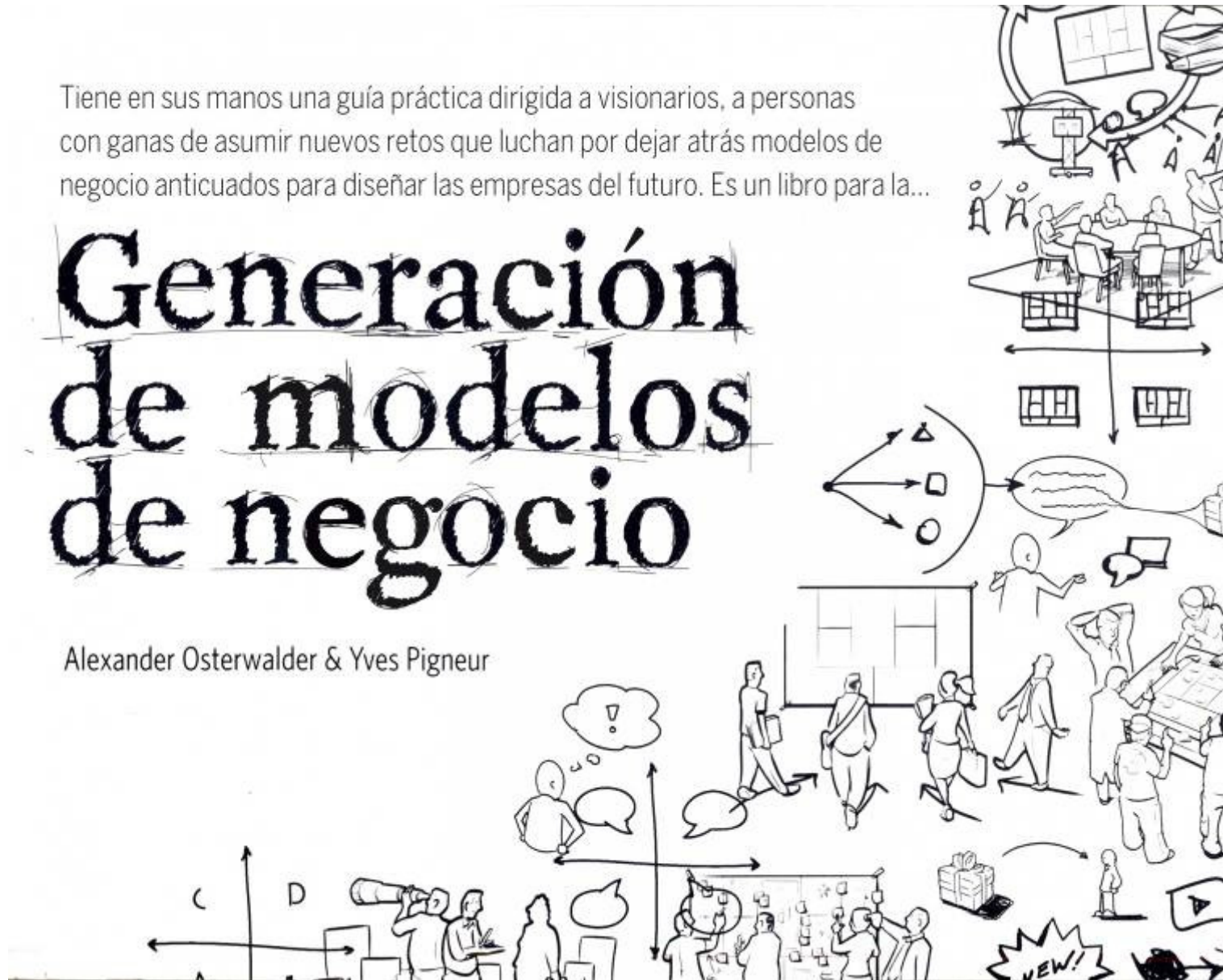


Què es un  
"model de negoci"

Tiene en sus manos una guía práctica dirigida a visionarios, a personas con ganas de asumir nuevos retos que luchan por dejar atrás modelos de negocio anticuados para diseñar las empresas del futuro. Es un libro para la...

# Generación de modelos de negocio

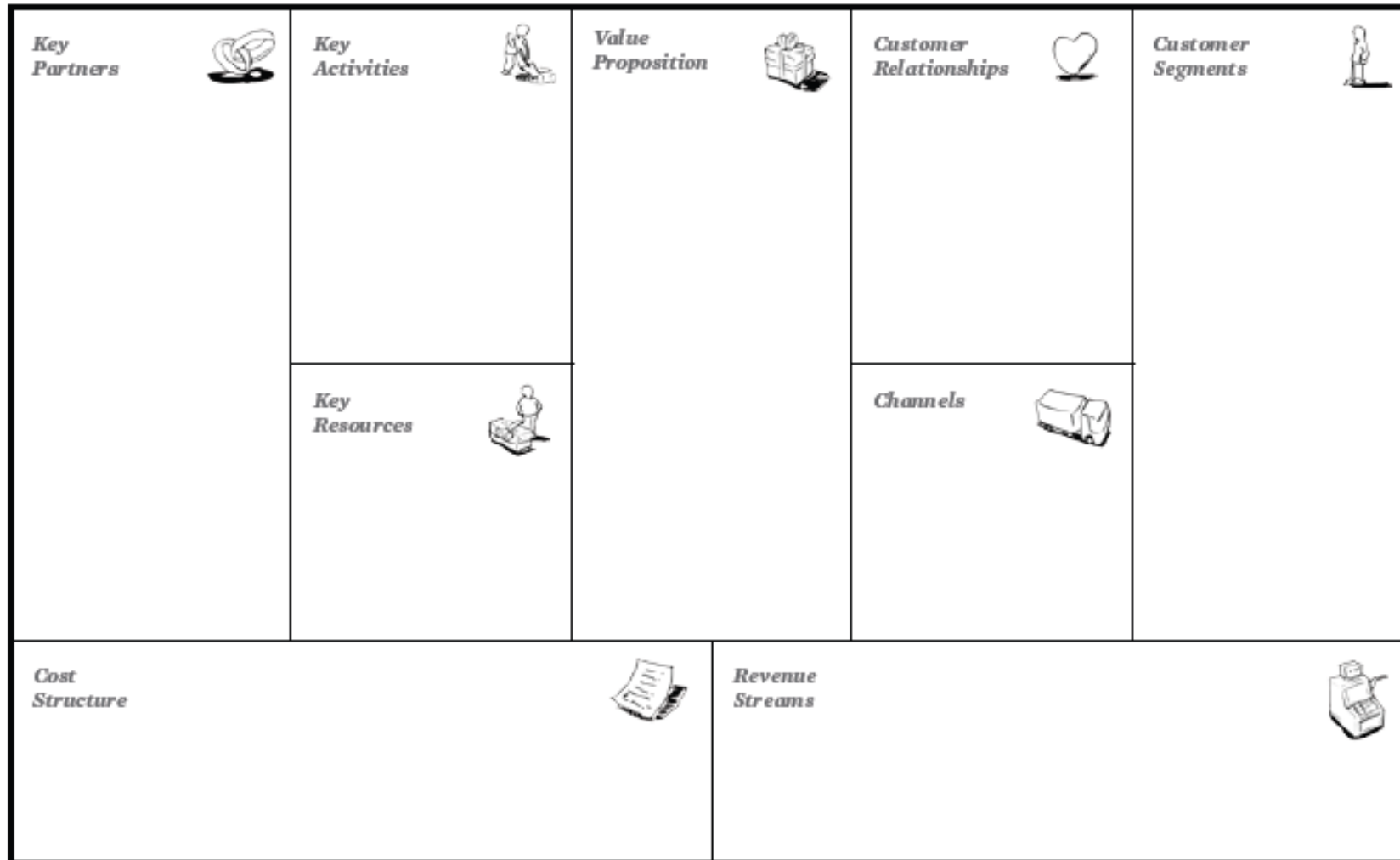
Alexander Osterwalder & Yves Pigneur



### Def. Business Model

A business model describes the rationale of how an organization creates, delivers, and captures value

### The Business Model Canvas



*The Business Model Canvas*

Quin valor donem?

*Value  
Proposition*





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## VIEW RECENT INSTALLATIONS

## NEWS

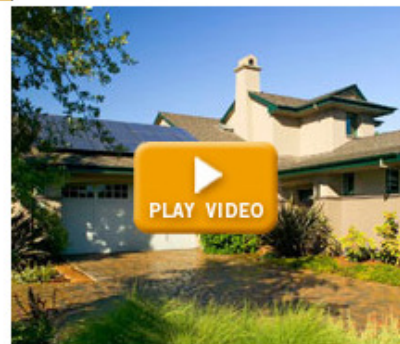
Fox Business News: Charging Ahead with Solar

SolarCity and U.S. Bank Forge New Partnership to Fund Solar Projects

Wall Street Journal: Solar Comeback? New Deals and Optimism in the Solar Power Patch

The Week: Putting the 'Green' in Green Energy

Environmental Leader: Intel Adds 100 kW Solar System at Oregon Campus



PLAY VIDEO

▶ Solar 101

The leading residential solar power and solar leasing company.

- ▶ About SolarLease
- ▶ How Solar Power Works
- ▶ Frequently Asked Questions

Zip Code

Electric Bill \$   
Avg/Month

▶ Calculate Savings

▶ Solar Calculator

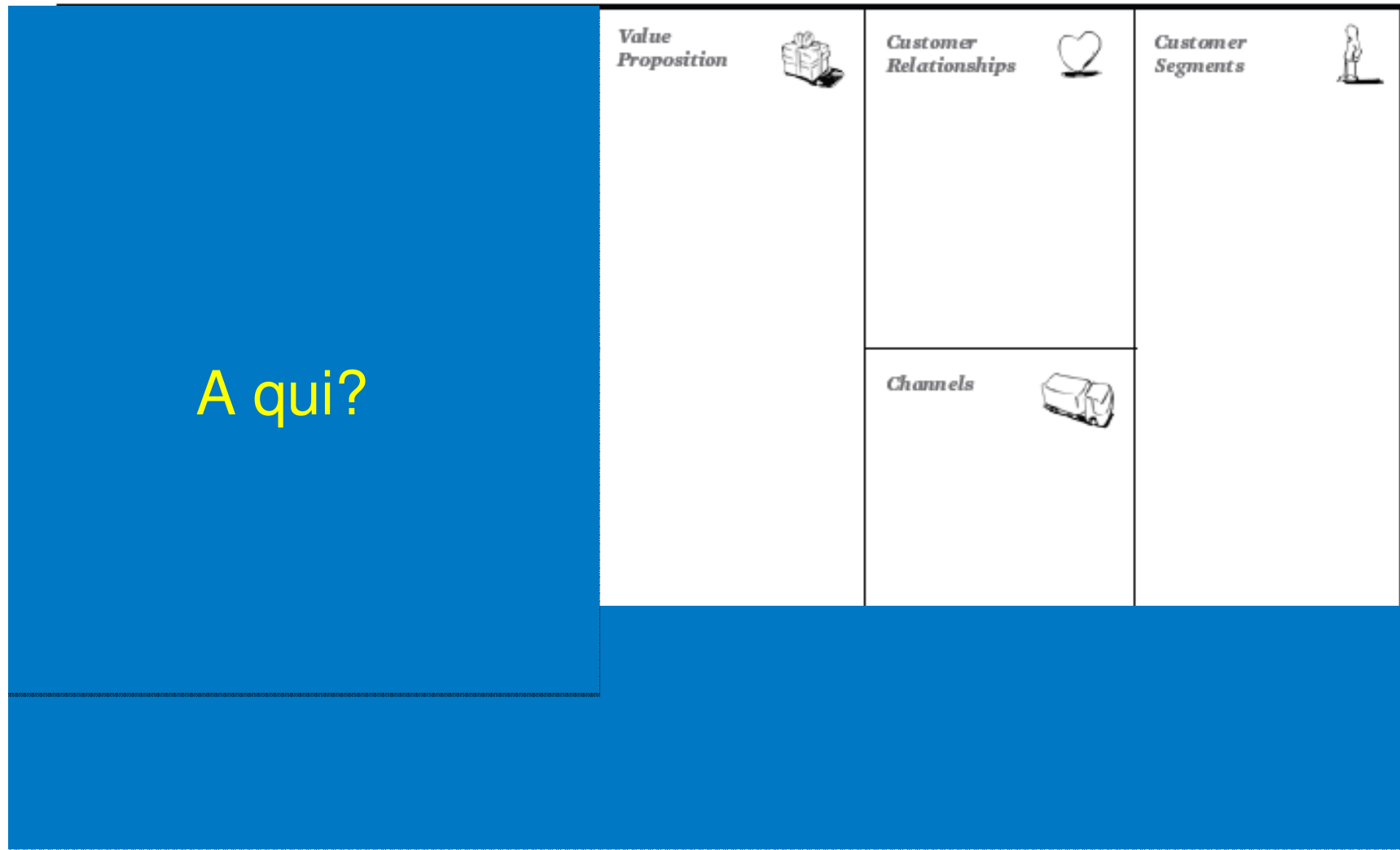
With SolarLease™, you pay as you go, instead of all at once. Monthly lease payments are typically lower than what you currently pay for electricity. For a solar estimate, start with your zip code above.



▶ Commercial

Your single source for solar financing, design, installation and support.

## The Business Model Canvas





Square

Sign In

# Start accepting credit cards today.

Sign up and we'll mail you a Square card reader for free.

Sign Up

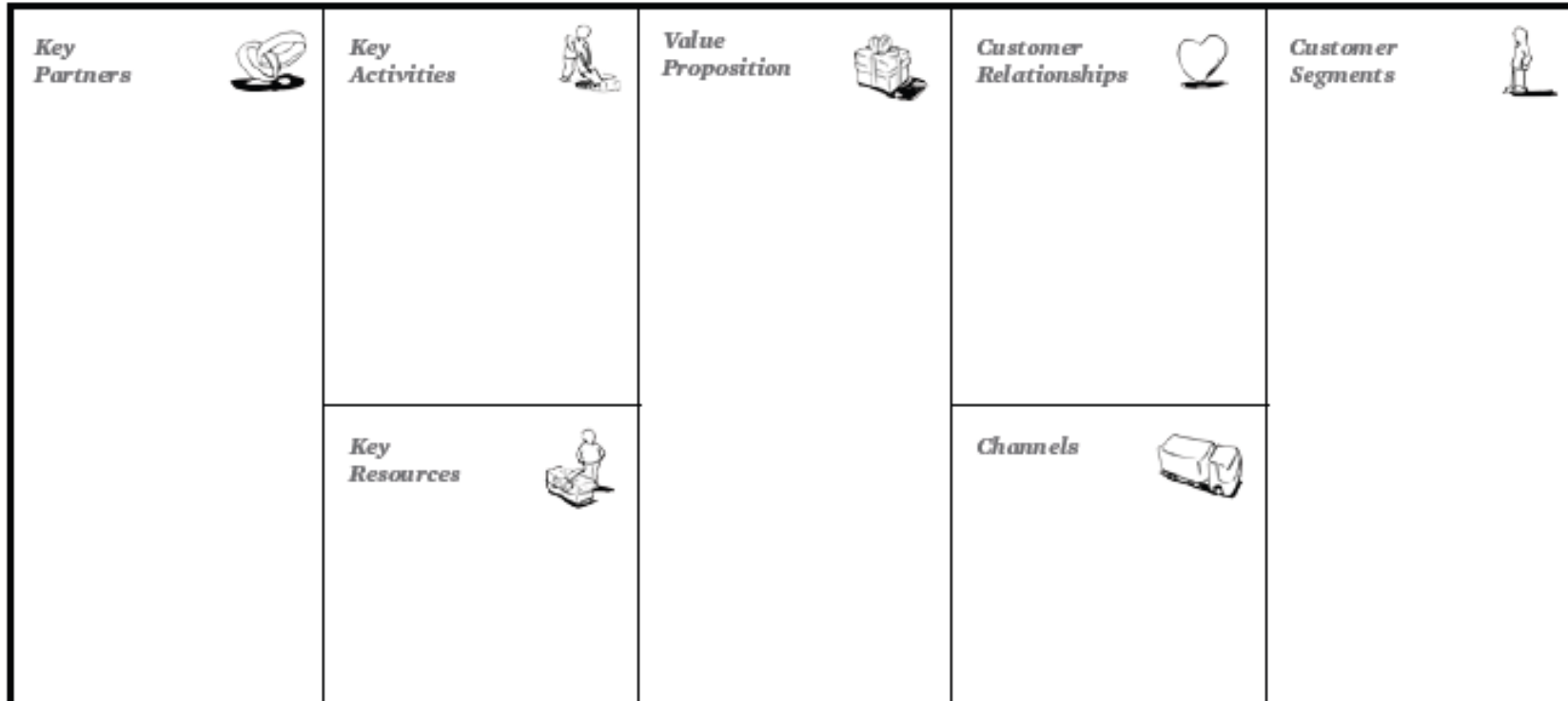
Latest news

Square releases [Square register](#) and [Square card case](#).



Square puts people in business.

### The Business Model Canvas



com?

**alice**™ Everyone *needs* an Alice.

Join the Alice Marketplace Have an account?

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**100% Free Shipping**

**Buy all your home essentials direct from the manufacturer** [Learn More](#)

- ✓ Always Free Shipping
- ✓ 100's of Manufacturers, One Box
- ✓ Auto Coupons

**Free Sign-Up** →

Alice featured on...

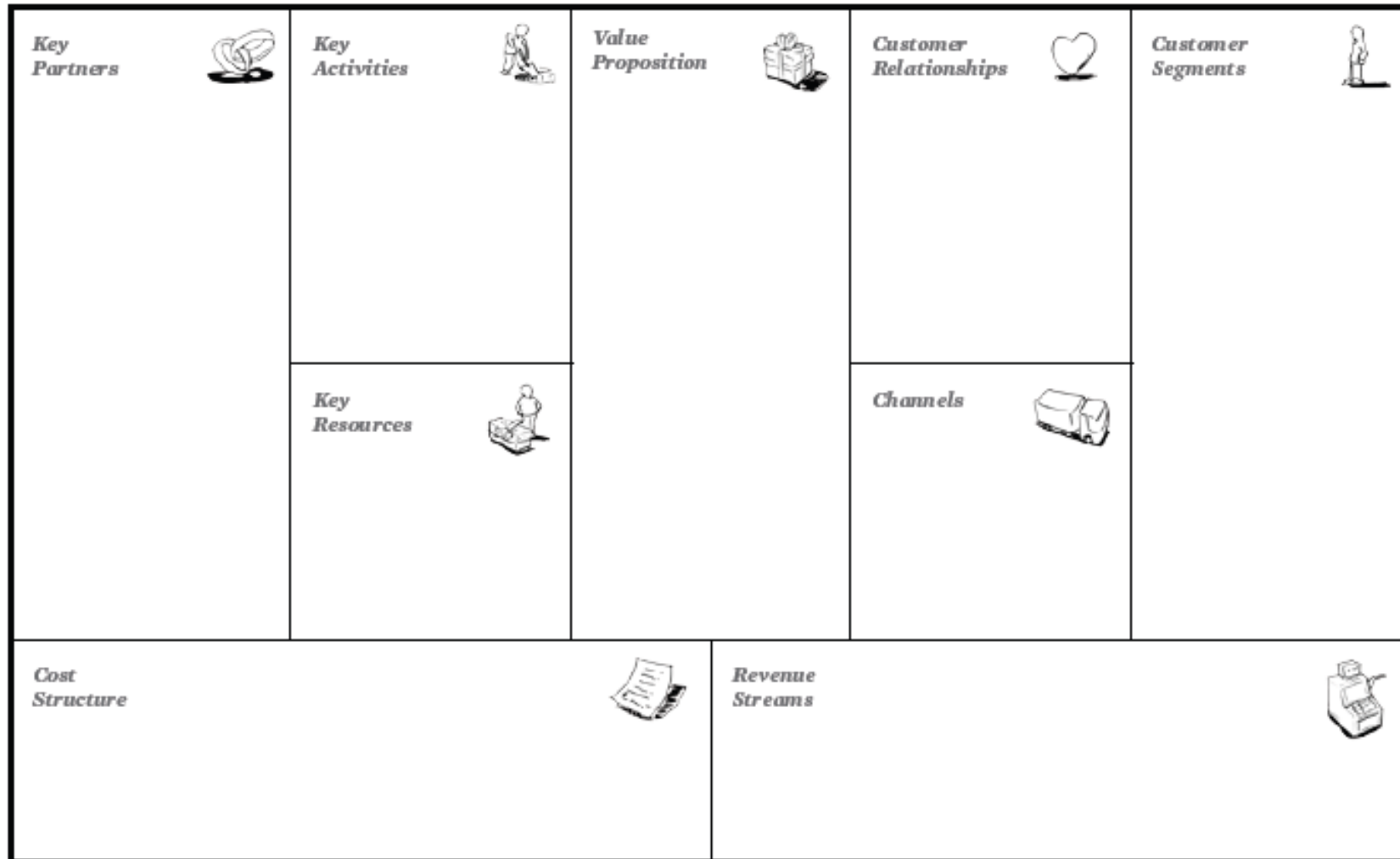


What people are saying...

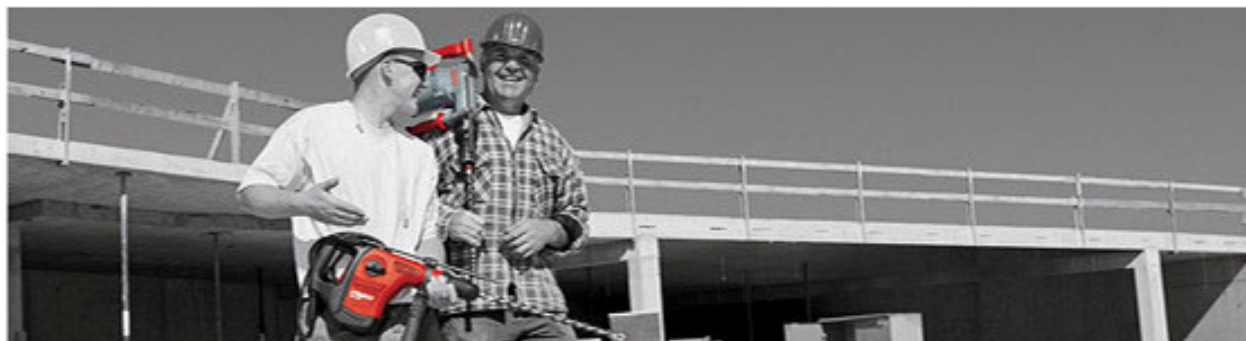
*Has now ordered twice from alice.com and is very happy with the prices and service (way cheaper than NYC for non-perishables)*

@lorettarae

### The Business Model Canvas



amb/per quant?



### Welcome to Hilti

Hilti is the partner for construction professionals world wide.

Technologically leading products and systems increase the productivity of Hilti's customers.

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- Products and services
- Tech infos / downloads
- How to order / where to buy
- Local job offers

→ Submit

### The Hilti Group

- Corporate information
- Media relations
- International job offers
- International catalog
- Information for suppliers

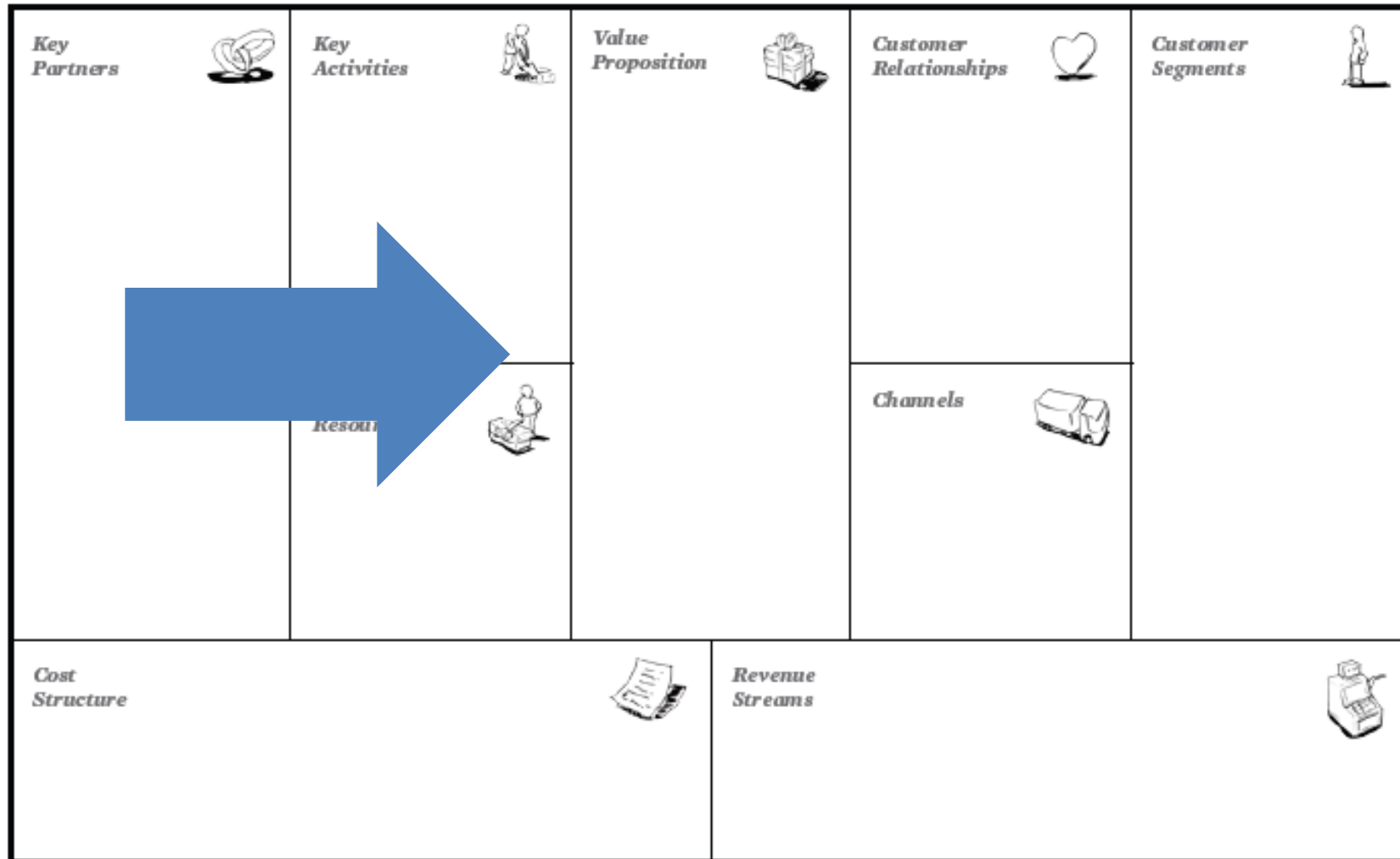
→ Hilti Corporation

## Hilti. Outperform. Outlast.

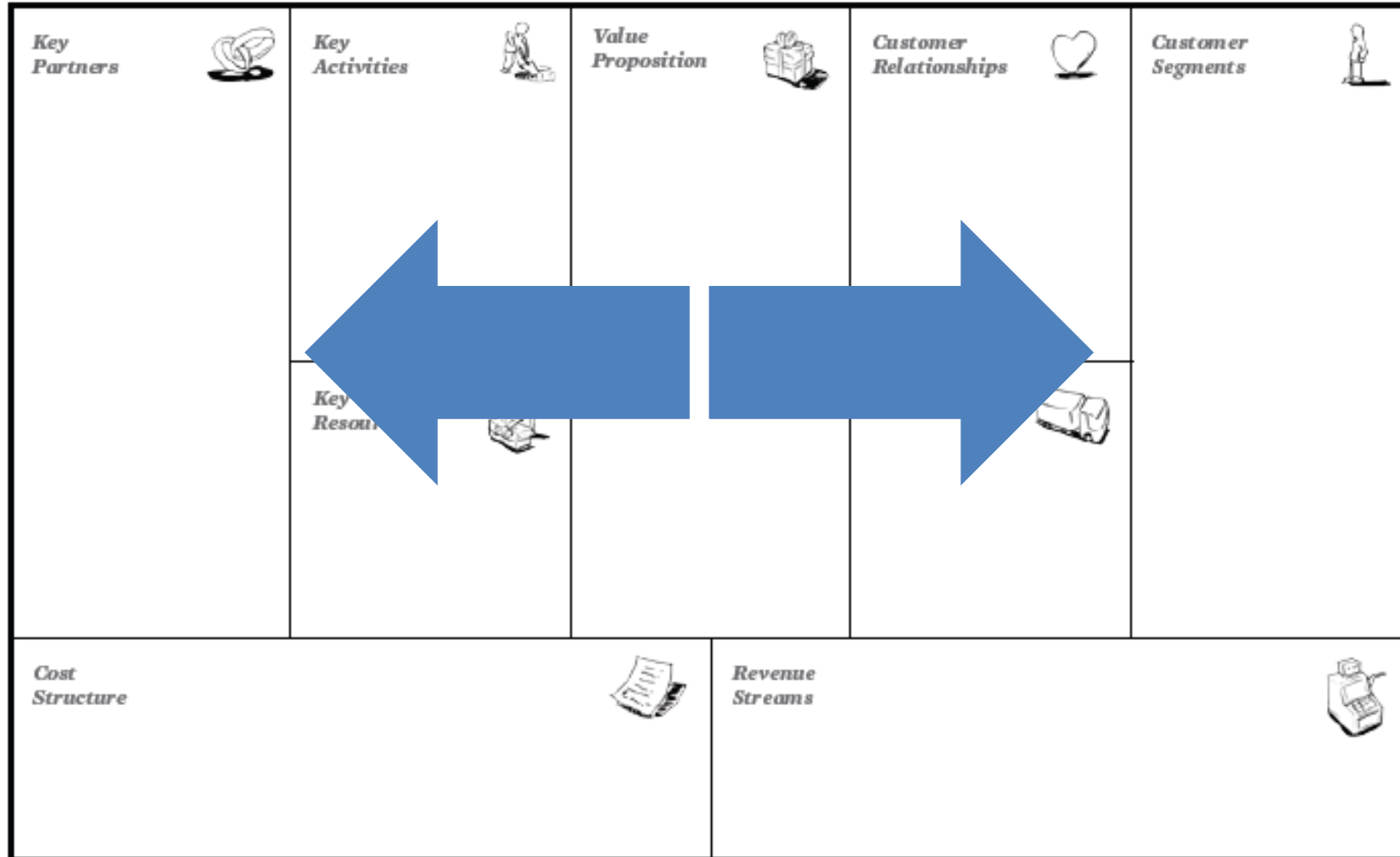
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**The Business Model Canvas**

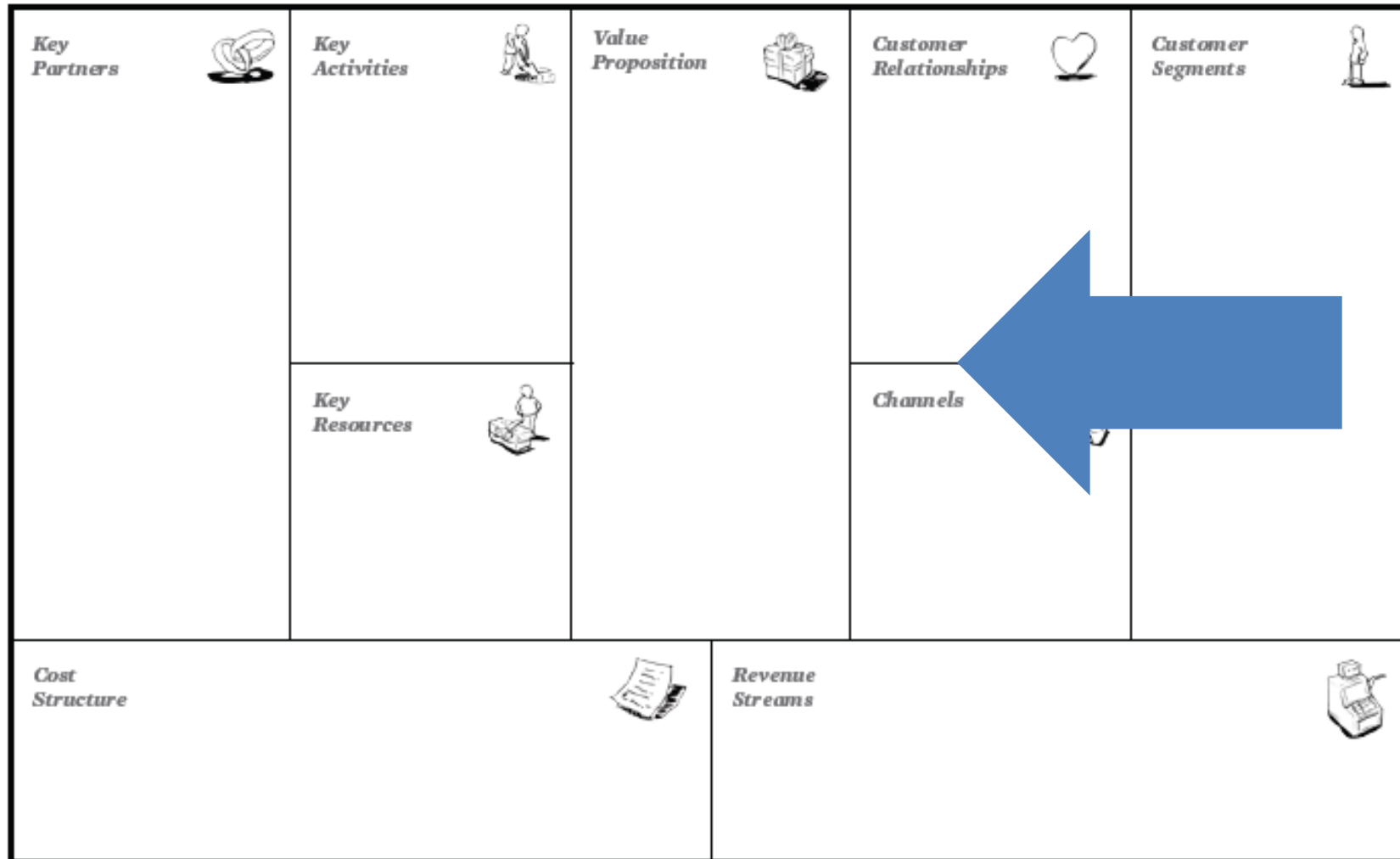


### The Business Model Canvas

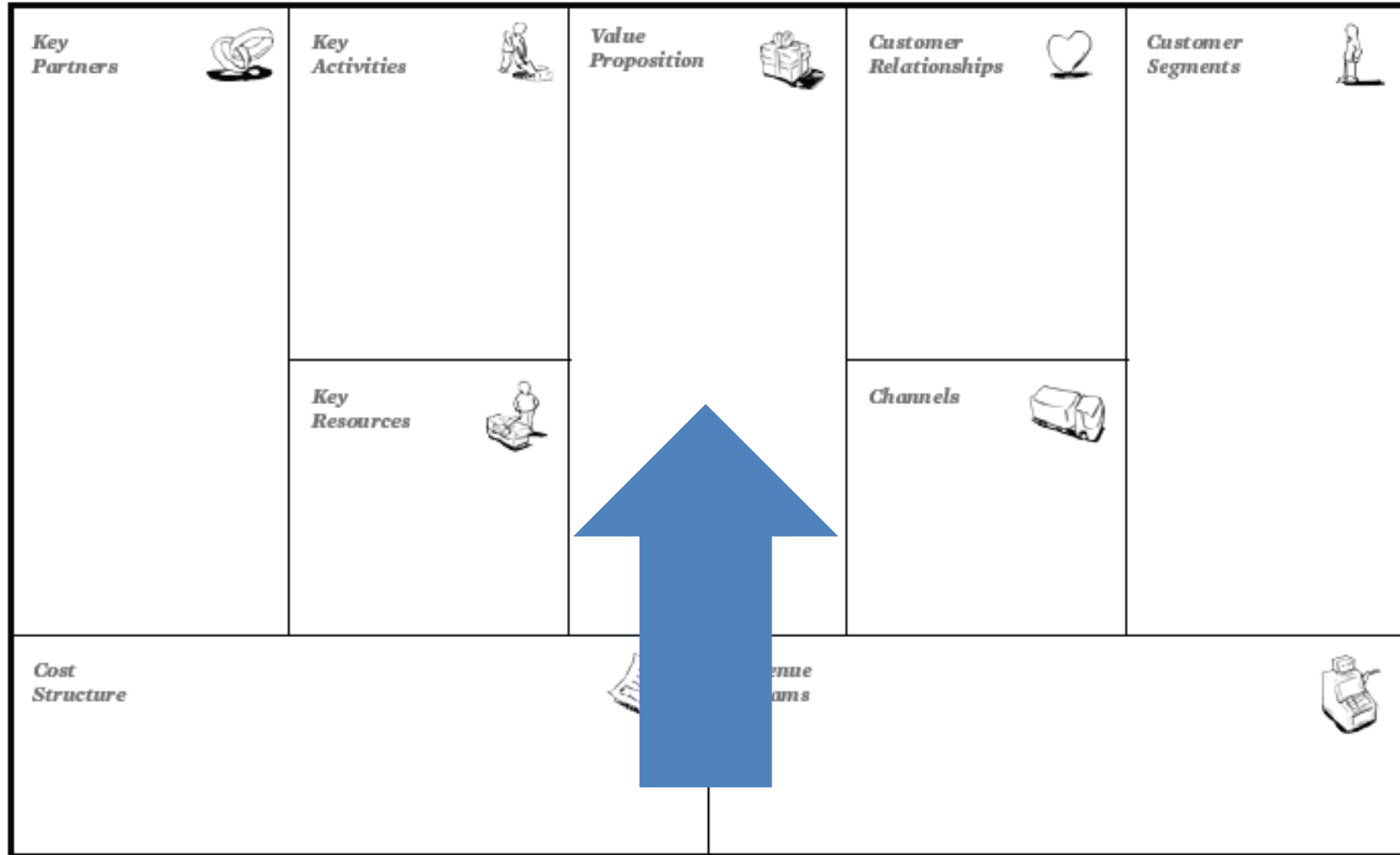




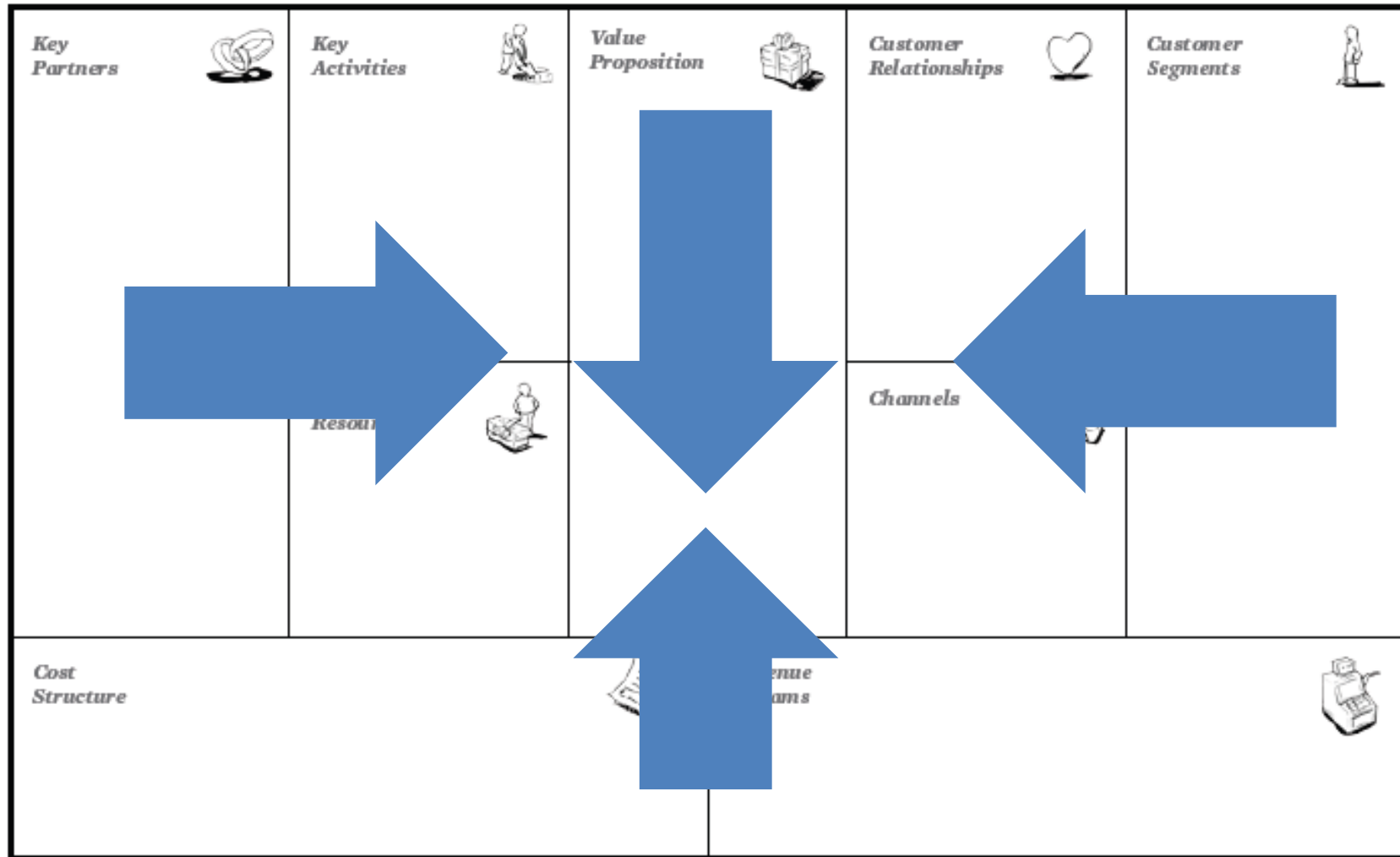
### The Business Model Canvas



### The Business Model Canvas

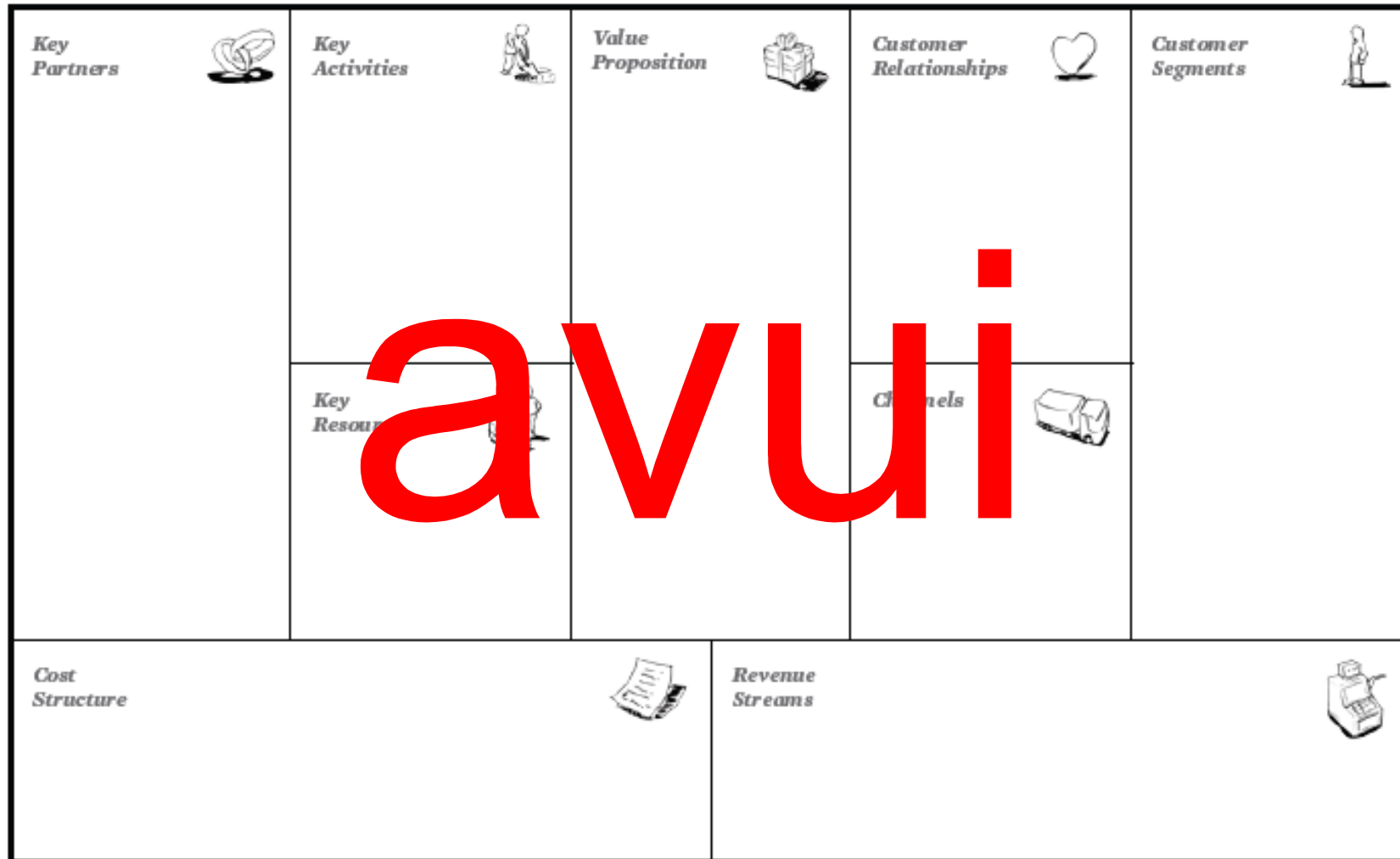


### The Business Model Canvas

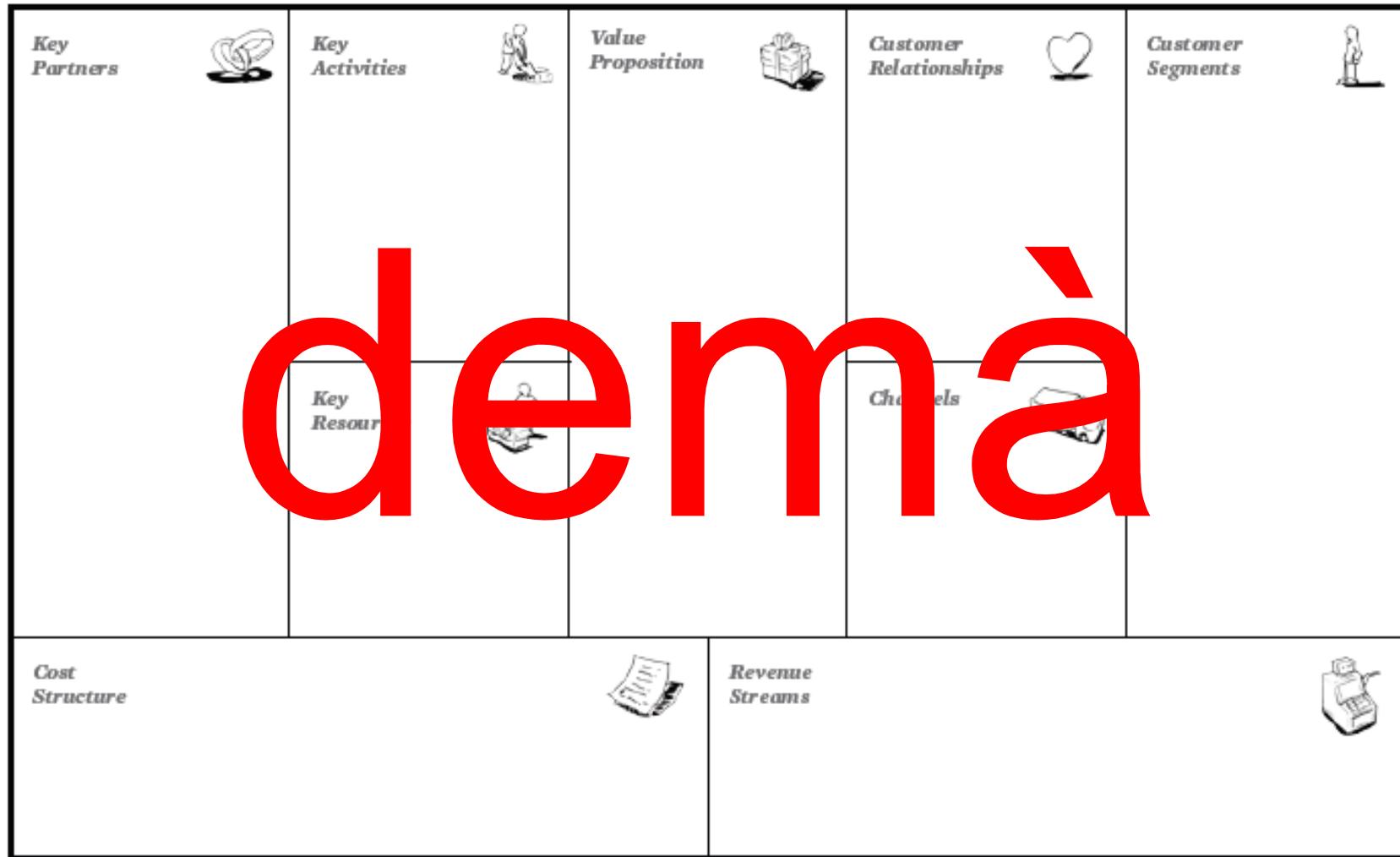


Els actius invisibles

### The Business Model Canvas



**The Business Model Canvas**



No ens preguntem  
**què fem bé**



Sinó  
**que sabem fer bé**

Hola, [inicia sesión](#) para participar en la [comunidad](#).  
¿Eres nuevo? [empieza por aquí](#).



**Barrera de cama plegable JANÉ 140 cm.**  
De la cuna a la cama sin miedo.

**22,99 €** + 6 € de gastos de envío

**Estado:** Nuevo  
**Producto:** Barrera de cama JANÉ 140 cm. **PVPR: 44.5€ - 49% Dto.**  
**Opciones:** Modelo único

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**¡me quedo uno!**

**CAEN NIÑOS**

No hay nada peor que despertarse por la noche oyendo: ¡plof! Y acto seguido: ¡Buaaaaaa!

**EL PRIMERO EN ENTERARTE DE LAS OFERTAS DIARIAS**

¡Síguenos!

**ÚLTIMOS COMENTARIOS**

cuca dijo:  
"Para la casa de mis padres, así cuando hagan de cançur (...)"



## LA COOPERATIVA DE CONSUM I PRODUCCIÓ D'ENERGIA VERDA

INICI

FES-TE SOCI/A

SOM ENERGIA

CONTRACTA

INVERTEIX

PARTICIPA

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Introduce aquí tu contraseña

**ENTRAR**

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- [HIGIENE I SEGURETAT](#)
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La **Fontdellet** és la màquina expendedora de la *llet llet de vaca vaca*. Es troba situada en diferents espais públics o privats, i està preparada per dispensar llet les 24 hores del dia, els 365 dies d'any.

Disposa de dues zones diferenciades:

La part esquerra és on el comprador pot adquirir ampolles de plàstic o vidre, de litre en tots dos casos, per poder posar-hi la llet. Tot i això, la gent que es vulgui estalviar aquesta despesa i contribuir amb la protecció del medi ambient, podrà portar de casa seva ampolla o recipient.

A la part central és on hi ha el sortidor pròpiament dit. Aquí, la llet es manté a 4°C, i és on el comprador ha d'obrir la cambra d'extracció, situar l'ampolla al sortidor i adquirir el producte (veure apartat [Instruccions d'ús](#)). La compra mínima són 100 ml (equival a mig got) i no hi ha màxim mentre hi hagi llet a la màquina: només és qüestió d'anar posant monedes i envasos.

A la màquina també hi figuren totes aquelles informacions necessàries i interessants pel consumidor, com ara la data de consum preferent de la llet que s'extreu, consells per a la higienització d'envasos, consells de conservació...



**365 dies l'any!**

**punts de venda**



**Fontdellet**  
mòbil



**receptes**

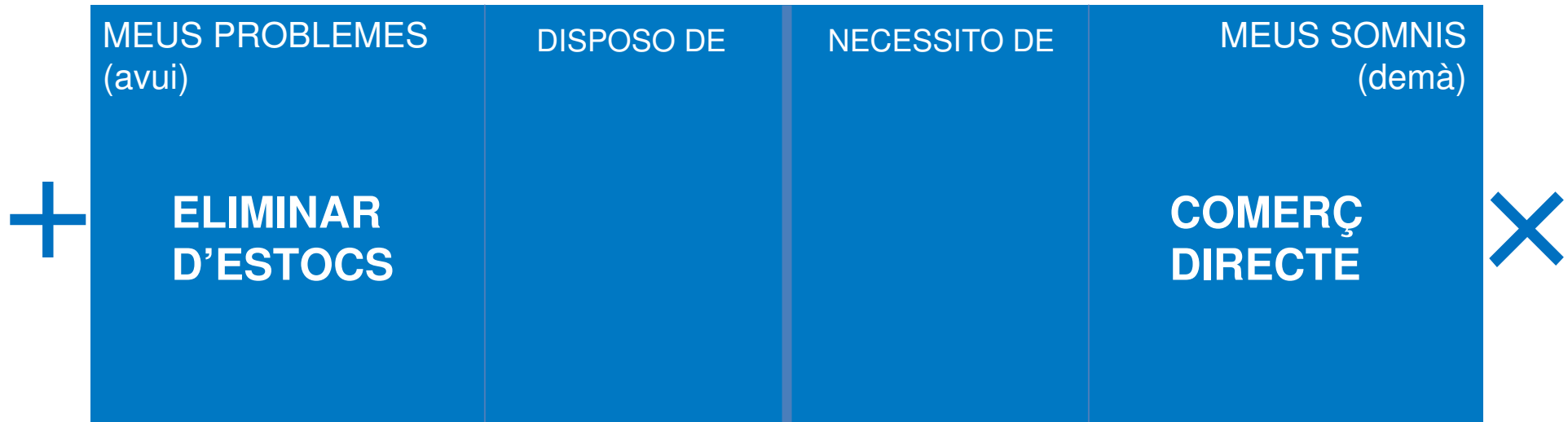
▶ **NOTA MOLT IMPORTANT**  
per garantir la qualitat  
de la llet comprada.

MEUS PROBLEMES (avui)	DISPOSO DE	NECESSITO DE	MEUS SOMNIS (demà)



Qué faré?

Amb qui ho faré?





MEUS PROBLEMES  
(avui)

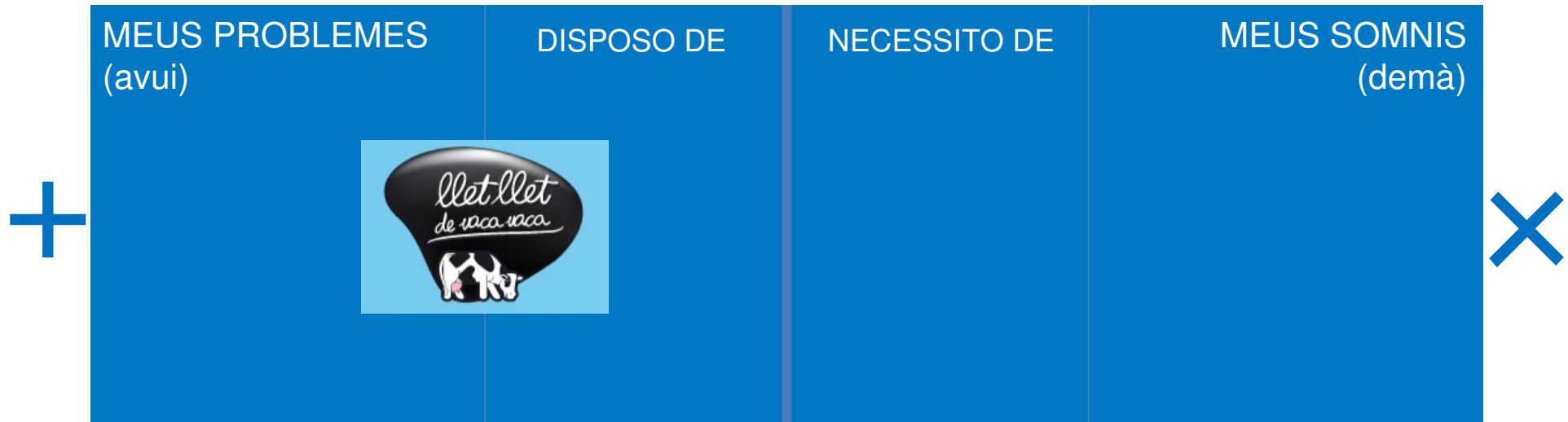


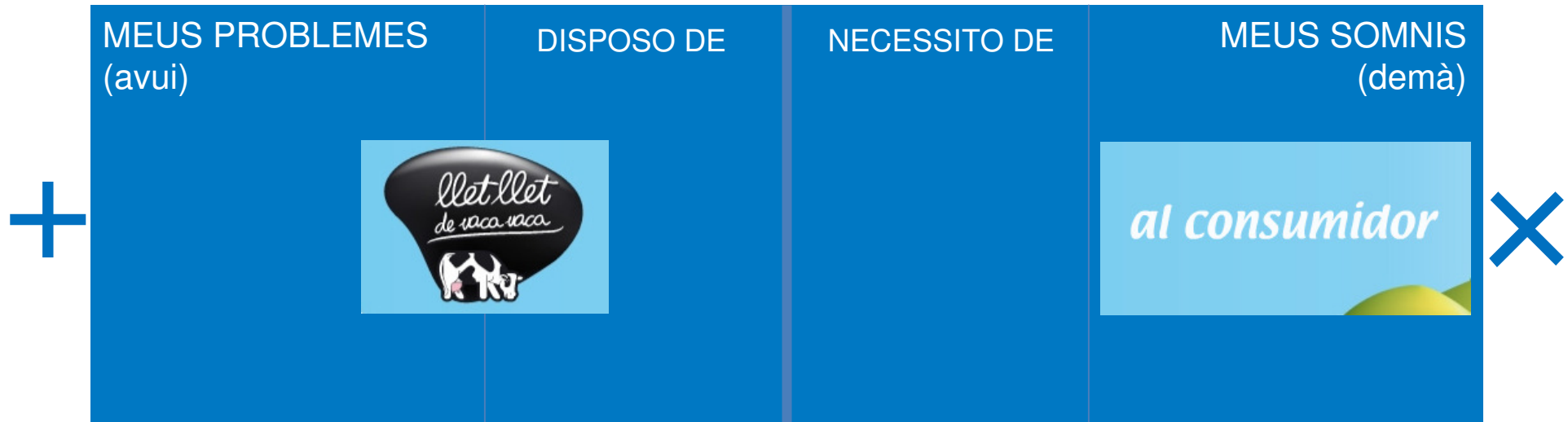
ELIMINAR  
D'ESTOCS

MEUS SOMNIS  
(demà)

COMERÇ  
DIRECTE





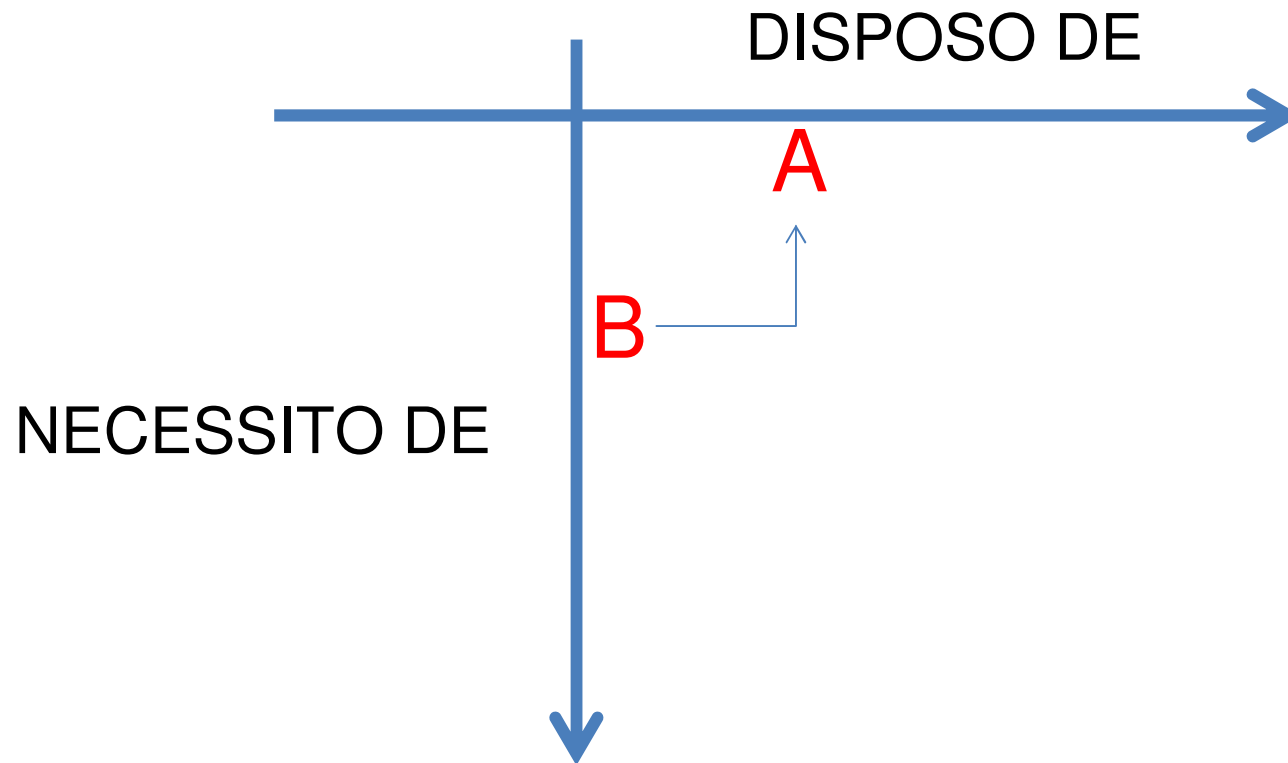


MEUS PROBLEMES  
(avui)



MEUS SOMNIS  
(demà)





Conectar les **necessitats** d'uns  
amb els **somnis** dels altres

TALLER



Exemples que m'inspiren més

MEUS PROBLEMES  
(avui)

DISPOSO DE

NECESSITO DE

MEUS SOMNIS  
(demà)



Qué farè?

Amb qui ho faré?

MERCAT

Exemples que m'inspiren més

MEUS PROBLEMES  
(avui)

DISPOSO DE

NECESSITO DE

MEUS SOMNIS  
(demà)



Qué farè?

Amb qui ho faré?

Reptes a resoldre

El projecte co-society

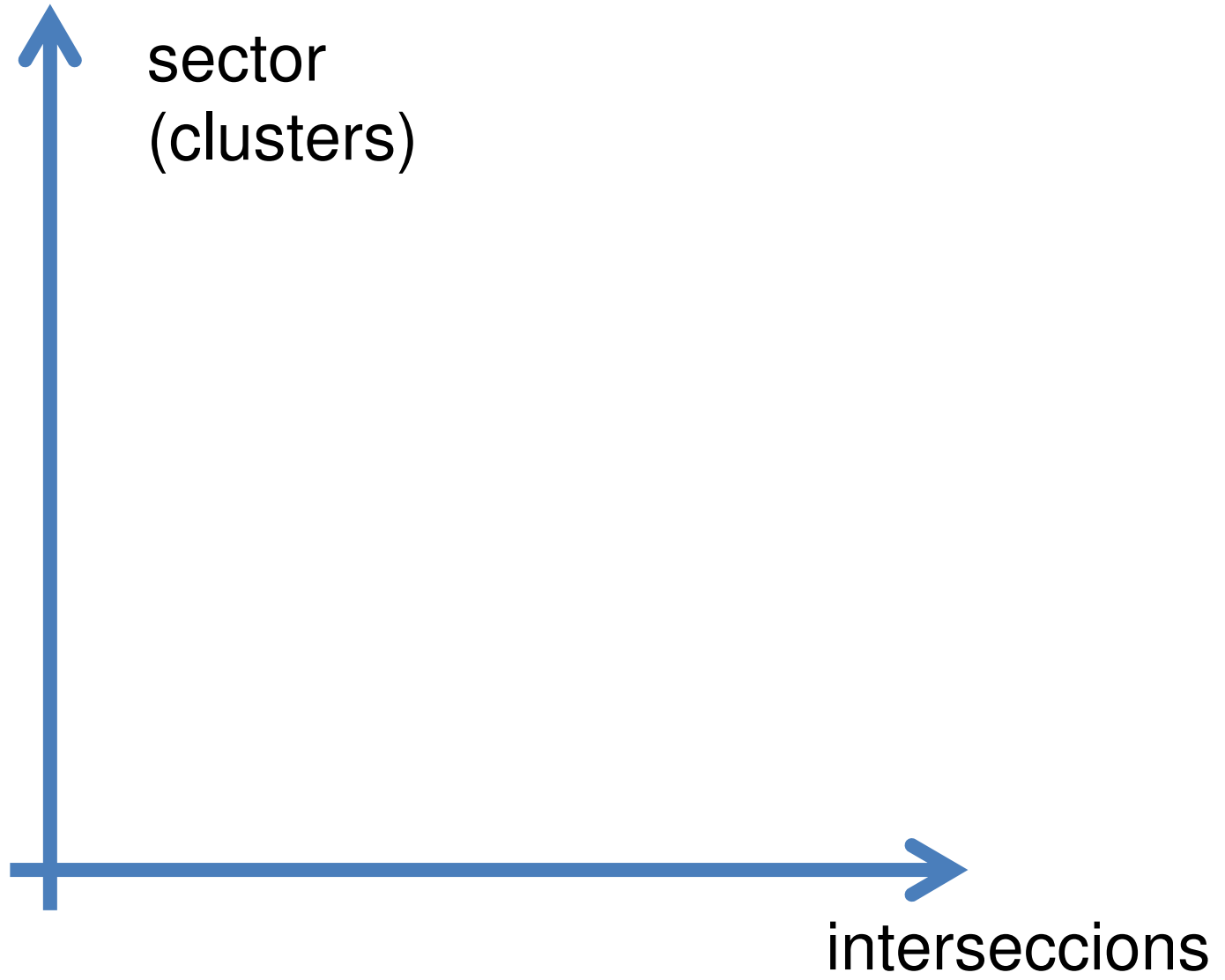
Estimular  
interseccions  
**sistemàtiques**

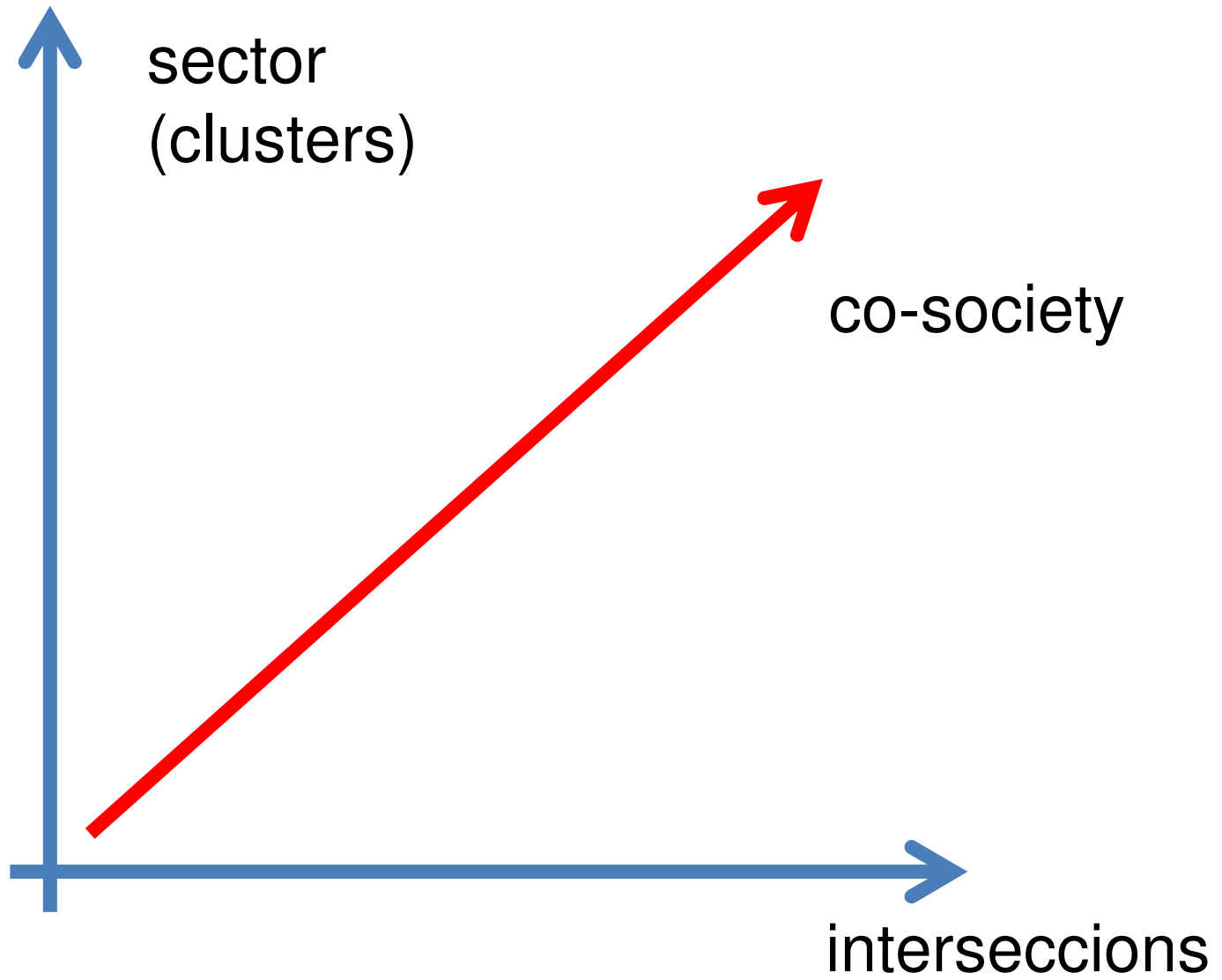



**Equips intel.ligents  
a sectors diferents  
disposats a barrejar-se**

A thick blue arrow points vertically upwards from the bottom center towards the top center of the page.

sector  
(clusters)





Apreciados miembros de co-society,

2012 es para nosotros un año lleno de energía, ilusión y proyectos en clave de colaboración, con el objetivo de multiplicar el valor de vuestras organizaciones. Nuevas empresas de nuevos sectores se incorporan este trimestre a co-society, con lo que aumenta la posibilidad de encontrar "socios improbables" para conseguir "negocios viables". En nuestra próxima sesión presencial del 6 de marzo de 2012, en Barcelona, tendréis la oportunidad de avanzar en potenciales acuerdos de colaboración.

Mientras tanto os enviamos, como cada mes, una selección de productos, procesos y modelos de negocio innovadores que hemos detectado y que pueden ser de inspiración para vuestras organizaciones.

Os recordamos que el equipo co-society está a vuestra disposición para profundizar en aquellos temas que sean de especial interés para vuestras empresas.

Saludos,

Equipo co-society



### *Colaboración REPSOL-Burger King*

Repsol ha firmado un acuerdo con Burger King para vender comida rápida en sus estaciones de servicio, y se convertirá así en su mayor franquiciado en la Unión Europea. En un escenario en el que más de la mitad de las ventas de las gasolineras no procede del carburante, el objetivo es compartir con otros sectores este canal de venta. En este sentido, Repsol está colaborando también con El Corte Inglés, la Once y Nespresso.

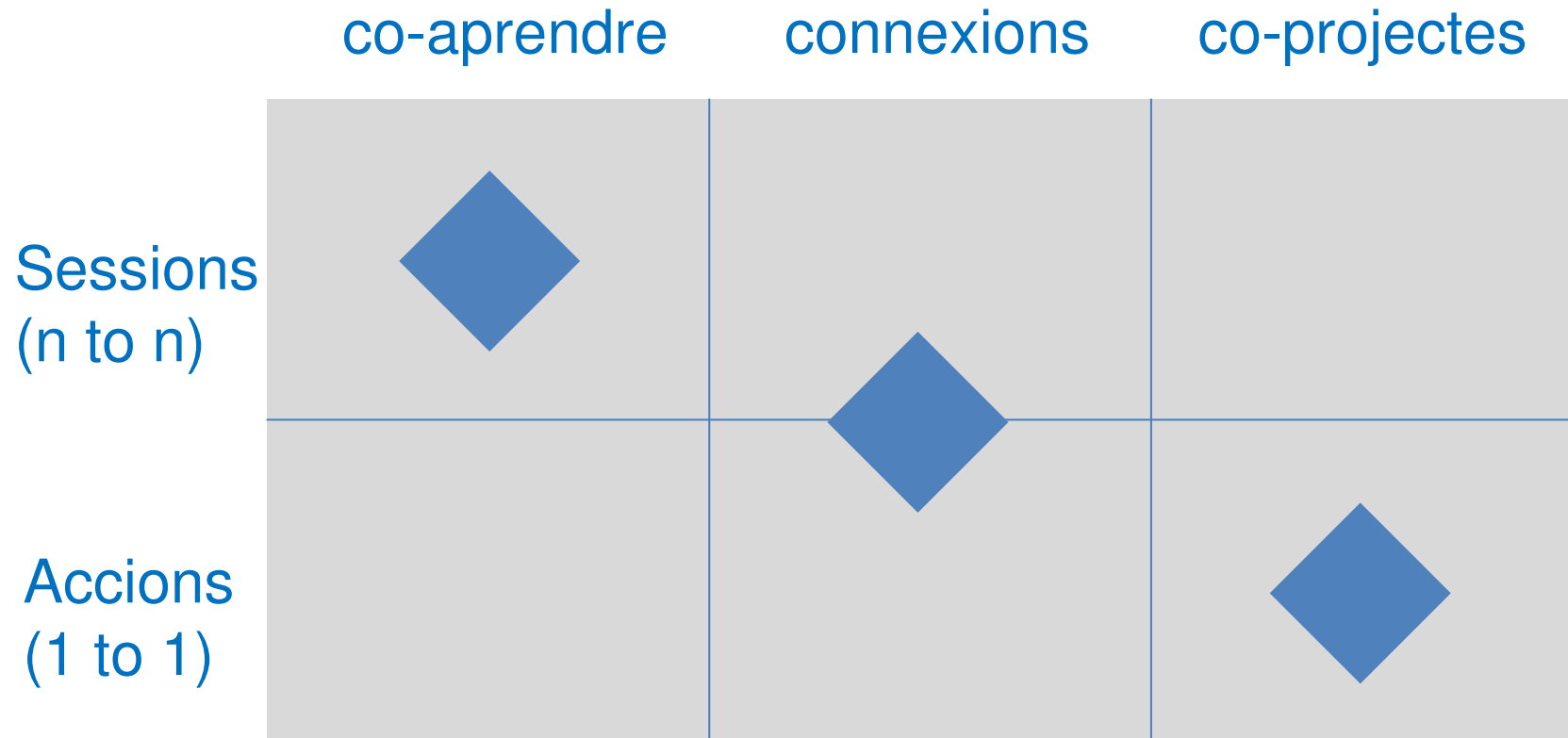
<http://tiny.infonomia.com/repsolyburgerking>



### *Innovar en la cantidad en la que se distribuye el producto*

¿Por qué para usar unos gramos de especias o condimentos para una receta concreta hay que comprar un bote entero? Respondiendo a esta necesidad McCormick presenta a través de un packaging diferenciado la cantidad justa de especias necesarias para una receta concreta. Premiada en EEUU como producto innovador de 2011 en su categoría, evita que el condimento sobrante quede olvidado durante meses y permite que los consumidores prueben condimentos que no conocían o usaban.

<http://tiny.infonomia.com/mccormick>



co-society A NEW PROJECT BY INFONOMIA

OUR STORY WHAT IS THIS? WHAT WE DO

SUNDAY, 14TH NOVEMBER 2010 ENG CAST

SEARCH [input] GO

IDEAS ONGOING

### Wicked problems

by Alfons Cornella

As a society, we have to face increasingly complex problems. Unique problems, difficult to define and interlinked with other problems. Moreover, these problems become harder to solve because the different components implicit in their potential solutions each pull in different directions: the complexity of the problem itself, multiplied by the social complexity of its context, shatters the potential for collective intelligence.

+ READ MORE + LEER EN CASTELLAN

The diagram illustrates the transition from Tamed to Wicked problems. At the top, 'TAMED' is associated with a simple 3D cube, a single person icon, and the text: 'Well-defined problem', 'Algorithmic solution', and '[scientific management]'. A vertical arrow labeled 'a more complex world' points downwards to 'WICKED', which is associated with a complex, irregular shape, multiple person icons, and the text: 'Indefinable problem', 'Heuristic solution', and '[design management]'. A small 'e.' logo is located at the bottom right of the diagram area.

ONGOING

- now Visionomics, by Alfons Cornella
- Re'09
- october Co-fest!
- october Update
- november Workshops
- december TEDxBarcelona, Breakthroughs made in Barcelona

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[www.co-society.com](http://www.co-society.com)





# co-society

*Systematic business intersections*

[info@co-society.com](mailto:info@co-society.com)  
[www.co-society.com](http://www.co-society.com)