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Lluís is dedicated to helping companies create an organizational culture that prioritizes and inspires high-performance people. Lluís is the author of several books including EXITO SE ESCRIBE CON A, and the recently published MORDER EL HIELO. He speaks internationally, having worked with teams of companies, government agencies, communities, and organizations both big and small, including Pepsi, Deutsche Bank, Baker&McKenzie or Camara de Comercio de Bogotá. His books have been referred by the major media not only in Spain but also internationally.