

Successful ebook on unpublished business lessons is now available in English

- The ebook "**30 Fantastic Business Lessons CEOs Told Me**" is now available in English in digital version, at no cost.
- The content collection, launched in Spanish in November 2021, compiles powerful lessons to survive the change of entrepreneurs and senior executives interviewed by journalist and business editor Juan Manuel Fernández.

Guatemala, November 14, 2022. After launching his first book in 2021, the inspirational ebook "**30 fantastic business lessons CEOs told me**", by journalist and editor specialized in business storytelling, Juan Manuel Fernández Cervantes, is now available in two languages: English and Spanish.

These are 30 true extracts from a selection of interviews Fernández did while working in the business magazines *Mercados & Tendencias*, *Forbes de Centroamérica* and *Prensa Libre*, where he was Chief Editor of Economy and Business, and in which he currently serves as Editor of the Innovation table.

The ebook, already [available at no cost in English](#) and [Spanish](#) at each respective link, had a successful launch in 2021, based on forums in Guatemalan universities and major media platforms.

"In the content market you have to attract new audiences and take advantage of the fact that the lessons of entrepreneurship are universal. The stories of this work are valuable and unpublished, and are told, for the most part, by CEOs from Central America, a region with high entrepreneurial and corporate potential that has much to contribute to the business world," said the author.

30 fantastic business lessons CEOs told me include stories from executives of large corporations such as Tigo, Britt, Licores de Guatemala, Coca-Cola, Intel, Avianca, among others, as well as prominent people such as Chris Gardner, Carlos Páez, Marci Schimoff, Luis von Ahn, Marcos Antil, Mircini Moliviatis, Érick Barrondo, among others.

The ebook was translated from Spanish by professional translator Hugo Fernández Arias.

Compendium of "difficult" questions and answers

For 17 years, Juan Manuel has been a journalist and business editor, during which time he published interviews with influential corporate leaders in Central America, mainly.

"There was a question that was repeated in almost every interview, because of the kind of media in which I used to write: 'How did you get here?' (...) And most importantly: 'How to stay current in business?'" said Fernández about his work and adds: "These were also unique opportunities to ask them everything, from what they take home after a long day, in the solitude of Sunset, to which has been for them the hardest and most painful business decision. "

Marcelo Burman, who is CEO of Cerca B2B, one of the publishing houses where the author worked and published, is the one who prefaces the book, and writes: "In the following pages we will read of people who tell about decisions that changed forever the life of their companies, about mistakes from which it was difficult to return from, but that return was achieved, about fortuitous events that required a quick reaction to overcome them or about situations that put at risk the continuity not only of a company, but of hundreds of workers and their families. Stories that could have been just that, or moments that we could have taken advantage of, we, who are entrepreneurs, to continue learning."

Burman continues: "Juan Manuel listened and learned in all these years of professional life. He listened to the CEOs of the most important companies in the region, an opportunity that his profession gave him, and took lessons that I am sure are not only of important journalistic content, but also part of his training as a professional. "

[Download in English](#)

[Download in Spanish](#)

For more information about the book and its versions or interviews and meetings with the author, you can email me juanmafer17@gmail.com

About "30 fantastic business lessons CEOs told me"

What would you ask your competitor if you had him in front of you? Why didn't you enjoy that Jeff Bezos himself sent you an email? What if we talked about what you have learned from those businesses that went wrong? How to stay afloat in the midst of a civil war? The most difficult questions Juan Manuel Fernández C. dared to ask CEOs of powerful corporations — and their answers — are compiled in this collection of excerpts from interviews he produced over 15 years. Armed conflicts, price wars, accidents, unthinkable turns and a pandemic, challenged the most solid companies that had to gain strength, many times, from financial statements with red numbers.

About the Author: Juan Manuel Fernández Cervantes

Costa Rican by birth and with six years of living in Guatemala and 16 years of professional career in Digital Strategy, Juan Manuel Fernández Cervantes is a journalist by profession and holds a degree in Communication and Marketing. He has published in media in Mexico, Costa Rica and Guatemala, including Forbes de Centroamérica and Prensa Libre. He specializes in creation, production and distribution of Multimedia Content for Digital Environments. Communication and *marketing* teacher for 12 years with experience in designing didactic plans with collaborative technologies. International facilitator of Communication, Entrepreneurship and Digital *marketing* Workshops. Winner of 4 Awards for Economic Journalism and Sustainable Development. Member of the Board of Editors of NY Times News Service Syndicate in 2013.

www.blogdejuanmanuel.com