



Vida y muerte empresarial. Estudios empíricos de perdurabilidad: el grupo Nutresa [

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text (article)

Analítica

Based on the behavior of firms as dynamic organisms, chilean biologist and epistemologist Humberto Maturana (2010) makes an analogy between the theory of Cultural Biology, which says that living organisms are modified, because they need to adapt in order to keep on living. The same goes for companies, which must be changed according to the requirements of the times to survive. This research took as a framework developed theories on corporate sustainability, which have been associated with the term "survival" and the thought of authors such as Peters and Waterman (1982) who were the first who published a text related to business success. The article results of the study for the companies that make the Nutresa business group

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