As we were writing this preface, Madrid went through one of the worst days in its history. This is why we want to dedicate this book to the memory of those who are no longer with us, to the memory of those who lost their lives in the bomb attack on a train in Madrid on March 11, 2004. They were going to work, struggling to balance work and life; they were part of our human capital; they were inimitable, irreplaceable, and very special assets...they should be here.