Abstract
This article gathers six great happened strategic learning of an investigation on the phenomenon of the enterprise longevity in Latin America. Six cases of the 40 are reviewed that they have been made during 1998 and 2004 in different enterprise contexts from market. Identify the responsibility and the ethics as the base of the strategy of long term and sustainable potential growth in companies of different sizes and missions. Of this philosophical position, the companies have been able to come off a series actions and strategies that have allowed them to remain like leaders by means of the cooperation, the environmental and shared in common sense with the community, the innovation, the management of the change and the administration of the different capitals from the company.

Keywords
strategic learning, enterprise longevity, social responsability.