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strategic thinking an executive perspective provides an overview of the major issues in strategy development for corporate executive programs and for practice oriented executive mba programs any book on such a vast subject as strategy must make compromises and trade offs this book is no exception the choices of what to include where and at what level of depth were guided by the book s primary objective as a companion volume to case analysis in an executive setting with a global outlook jacket

en todo el mundo las empresas han visto disminuir su crecimiento y se enfrentan a competidores nacionales y globales que ya no actúan como si el pastel en expansión fuera lo bastante grande para todos y no lo es ventaja competitiva busca propiciar la diferenciación de su negocio mediante el reconocimiento de lo que produce valor para el cliente como complemento indispensable del libro pionero estrategia competitiva de michael e porter ventaja competitiva ofrece una guía clara y muy accesible para desarrollar e implementar tal estrategia competitiva traducido a 13 idiomas y en esta nueva edición reformada en español el libro describe cómo una empresa realmente obtiene una ventaja sobre sus rivales desde los conceptos básicos de cadena de valor diferenciación sustitución

sinergia y muchos más ventaja competitiva presenta una nueva forma de entender lo que en verdad hace una empresa y muestra a empresarios directivos y estudiantes los conceptos y herramientas para crear y mantener la ventaja competitiva el valor que una empresa logra crear para sus clientes

this book constitutes late breaking papers from the 23rd international conference on human computer interaction hci 2021 which was held in july 2021 the conference was planned to take place in washington dc usa but had to change to a virtual conference mode due to the covid 19 pandemic a total of 5222 individuals from academia research institutes industry and governmental agencies from 81 countries submitted contributions and 1276 papers and 241 posters were included in the volumes of the proceedings that were published before the start of the conference additionally 174 papers and 146 posters are included in the volumes of the proceedings published after the conference as late breaking work papers and posters the contributions thoroughly cover the entire field of hci addressing major advances in knowledge and effective use of computers in a variety of application areas

la principal pregunta que se realizan los administradores es cómo sus empresas pueden obtener una rentabilidad superior que sea sostenible en el tiempo existe abundante evidencia que muestra que una buena estrategia tiene un profundo impacto positivo en los resultados de una organización y que estrategias mal formuladas promueven resultados empresariales negativos por lo mismo el estudio de la estrategia se ha convertido en un aspecto central tanto en la investigación académica como en los programas docentes que de una manera u otra buscan que sus participantes estén mejor preparados para la toma de decisiones

this text enjoys a strong loyalty among instructors who adopt it focusing on the role of managers within an organization the text emphasizes the development of computer based information systems to support an organization s objectives and strategic plans the general systems model is introduced in chapter 6 and implemented throughout the rest of the text

in this textbook heizer business administration texas lutheran u and render operations management rollins college provide a broad introduction to the field of operations management a sampling of topics includes operations strategy for competitive advantage forecasting design of goods and services human resources e commerce project management inventory management and maintenance the cd rom contains video case studies lecture notes excel om and extend software and additional practice problems annotation copyrighted by book news inc portland or

this book aims to provide readers with a fun and easy approach to read the most important concepts of cloud computing paradigm in recent years this paradigm has expanded dramatically in home and business environments but true to its name has forced many users to remain in a cloud of disorganized and chaotic nomenclature concepts technologies models and tools this work is the modest contribution of the authors to try to guide readers in this context in enough depth in the business and technological aspects associated with the cloud paradigm but without going into overly technical terms or concepts in this sense it is a unique work that brings great clarity thanks to the effort of synthesis performed by the authors with great teaching scientific and business experience in this field for these reasons this book can be very useful for professionals with responsibilities for business and or technology who need to understand the new paradigm for final year or postgraduate students or simply for inquisitive people interested in innovation and the latest developments of computing and communications

la red regional de semilleros de investigación rredsi llevó a cabo el xii encuentro regional de semilleros de investigación y como resultado presentamos el libro germinando semillas para la investigación el cual tiene como objetivo incentivar la investigación formativa en las instituciones de educación superior del eje cafetero caldas quindío risaralda y valle del cauca en este encuentro se realizaron diversas actividades con el fin de promover la investigación entre los estudiantes de

instituciones de educación superior y fortalecer la práctica investigativa en la región asimismo se buscó fomentar y desarrollar la ciencia la tecnología y la innovación científica y tecnológica en la comunidad académica y crear espacios de intercambio de conocimientos entre las diferentes instituciones de la región en este libro se recopilan los trabajos presentados por estudiantes de más de 50 instituciones que conforman la rredsi de los cuatro departamentos valle caldas quindío y risaralda estos trabajos fueron presentados en diferentes modalidades como ponencias o pósteres y evaluados por dos pares externos

dirección lógica del proyecto y teoría de la ventaja competitiva de las naciones crear la ventaja competitiva de colombia análisis sectorial resultados del sector de bienes de capital resultado del sector de flores resultados del sector de jugos de frutas resultados del sector de artes gráficas resultados del sector de cuero resultados del sector de petroquímicos resultados del sector de textiles

un plan detallado para desarrollar e implementar el cuadro de mando integral en la empresa la aplicación de un cuadro de mando integral no sólo es un proyecto que mide resultados sino que afecta a muchos procesos organizativos fundamentales a través de una discusión detallada paso a paso esta obra proporciona una visión clara y soluciones prácticas de tres importantes aspectos de la empresa el desarrollo de objetivos funcionales y de indicadores que reflejen fielmente la estrategia la creación del apoyo directivo y la formación del equipo adecuado también ayuda a que el cuadro de mando integral se convierta en un componente global de los sistemas de gestión aplicándolo en cascada a todos los niveles de la organización vinculando presupuestos e incentivos con la estrategia

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