

Solucionario Finanzas Corporativas 9 Edicion

Gerencia estratégica corporativa - 1ra edición Recursos humanos y responsabilidad social corporativa (Edición 2022) Análisis de la información corporativa Catálogo general de publicaciones BOE Instituciones de derecho sindical y corporativo The National Union Catalog, Pre-1956 Imprints Medios impresos Catalog of the Latin American Collection Manual de relaciones públicas eficaces New Serial Titles Comunicación global La división del trabajo en una moderna organización corporativa Bibliographic Index Archivos de la Universidad de Buenos Aires Catálogo general de la librería española, 1931-1950 Op. Cit Los límites constitucionales de la violencia legítima Argentina in the Postwar Era Guide to Microforms in Print Empresas públicas ecuatorianas Rafael Ignacio Pérez Uribe AYENSA ESPARZA, ÁNGEL MARÍA Enrique Bonsón Editorial BOE Virgilio Feroci Library of Congress University of Texas at Austin. Library. Latin American Collection Scott M. Cutlip Max Römer Pieretti Jesús Silva Universidad de Buenos Aires Rubén Ontiveros Renteria Gary W. Wynia Andrade Campaña Andrade

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este documento es una guía para que las empresas de cualquier sector económico tamaño tipo y de cualquier parte del mundo puedan estructurar sus direccionamientos estratégicos es un modelo que el autor ha ido mejorando desde 1989 y se ha probado en distintos tipos de empresas en colombia con evidente éxito el libro está dividido en 1 gerencia estratégica corporativa gec una corriente de pensamiento gerencial 2 implementando la gec y 3 implementación seguimiento y

retroalimentación de estrategias donde se presenta la evolución del concepto estrategia organizacional en Colombia y en el ámbito internacional se explica cómo aplicar un modelo para realizar un análisis situacional estratégico y a partir de este formular e implementar un direccionamiento estratégico el libro va dirigido a estudiantes de pregrado y posgrado empresarios gerentes ejecutivos y consultores puede ser útil a investigadores en historia empresarial y lectores interesados en gerencia

en este manual se explican cuestiones actuales sobre la organización del departamento de recursos humanos la selección de personal la ética empresarial y la responsabilidad social corporativa además se facilita una útil herramienta para el registro salarial y el análisis de la brecha salarial este libro desarrolla los contenidos del módulo profesional de recursos humanos y responsabilidad social corporativa de los ciclos formativos de grado superior en administración y finanzas y en asistencia a la dirección pertenecientes a la familia profesional de administración y gestión recursos humanos y responsabilidad social corporativa incluye contenidos actualizados adaptados al momento presente donde tanta importancia han cobrado temas como el medio ambiente la igualdad las redes sociales y las normas sociales y laborales incorpora también numerosas actividades de acuerdo con los principios de la ética empresarial las normas nacionales e internacionales acerca de la responsabilidad social corporativa asimismo se plantean ejemplos prácticos que permiten al lector reforzar lo aprendido y le acercan a la realidad social y laboral en el ámbito empresarial los contenidos teóricos se acompañan de gran cantidad de imágenes tablas y actividades de distinto tipo para reforzar el aspecto práctico de este módulo así como mapas conceptuales para repasar y propuestas de debate para que el alumnado reflexione sobre lo que ha aprendido a partir de casos relacionados con lo estudiado junto a este libro se facilitan materiales y documentación extra como documentos de control de evaluación y de análisis de retribución y brecha salarial mediante un sencillo registro en la pestaña recursos previo registro de la ficha web de la obra en paraninfo es Ángel m a ayensa esparza titulado en ciencias empresariales cuenta con una amplia experiencia docente tanto en el campo de la formación profesional reglada en la que ha impartido la docencia durante treinta y ocho años como de la enseñanza de formación permanente al profesorado y a los trabajadores es autor de varias publicaciones relacionadas con la contabilidad y la gestión y administración de empresas

este manual trata de facilitar a sus usuarios un marco apropiado para entender los informes corporativos y utilizarlos como materia prima para analizar el desempeño de una empresa o grupo empresarial en este sentido los estados financieros y no financieros proporcionan un amplio conjunto de información que por sí mismo o mediante una serie de transformaciones representaciones gráficas ratios y otros cálculos constituye la fuente indispensable para comprender no solo la realidad financiera de una empresa sino también sus impactos sociales y ambientales los lectores mediante ejemplos tomados de empresas reales se familiarizarán con los estados contables nacionales e internacionales y las principales fuentes de

información financiera conocerán los fundamentos del análisis de los estados financieros así como las variables financieras más relevantes que no siempre se encuentran de una manera explícita en los estados financieros y cómo obtenerlas y por último se habituarán con los informes de sostenibilidad y sus indicadores clave de rendimiento mediante el análisis de casos reales desde la perspectiva de la normativa europea directiva 2014 95 eu nacional ley 11 2018 el estándar de referencia internacional gri global reporting initiative y los principales índices en relación con este tipo de información en definitiva la obra ofrece una aproximación al análisis de la información corporativa sintética y práctica basada en casos reales seleccionados en un contexto internacional que junto con el glosario de términos anglosajones que se incluye contribuirán al conocimiento de la terminología de los informes corporativos desde una perspectiva global

con el propósito de difundir su actividad editora y facilitar al ciudadano el acceso a la misma la agencia estatal boletín oficial del estado ha publicado su catálogo general de publicaciones sus características principales son contiene más de 400 referencias pertenecientes al fondo editorial de la agencia agrupadas en cuatro bloques colecciones de historia colecciones académicas códigos electrónicos y normativa otras colecciones y publicaciones gran parte de los títulos que lo conforman van acompañados de un texto descriptivo sinóptico lo que permite conocer de forma precisa la temática abordada en cada uno de ellos incorpora un índice de títulos que facilita la búsqueda de publicaciones en su versión electrónica las referencias están vinculadas a la tienda virtual del boe donde pueden adquirirse en formato papel a la biblioteca jurídica digital solo aquellas que la integran y que están perfectamente identificadas en donde pueden descargarse libre y gratuitamente en formato electrónico pdf y o epub

durante más de medio siglo relaciones públicas eficaces ha sido el libro de referencia de profesionales y docentes de las relaciones públicas y la comunicación empresarial para muchos ha sido la biblia de las relaciones públicas otros se han referido a ella simplemente como el cutlip y center desde su primera edición en 1952 scott m cutlip y allen h center han jugado un papel capital en la profesionalización de las relaciones públicas y su innovador manual las convirtió en objeto de estudio académico muchas de sus ideas y ambiciones de la primera edición todavía lideran la práctica y la enseñanza de las relaciones públicas del nuevo milenio la presente edición recoge el impacto de las nuevas tecnologías en la práctica de las relaciones públicas modernas y que dada la globalización de los mercados son aplicables en europa con garantía de éxito

este trabajo pretende esbozar las acciones comunicacionales que deben asumir los gerentes para hacer permear de una manera fluida el posicionamiento de la misma la estructura es sencilla y no indispensablemente de lectura secuencial

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