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Fundamentos de marketing - 1ra edición Los fundamentos del libro y la edición Mercadotecnia Y Competitividad El futuro cercano del turismo: estudios sobre planificación y gestión Análisis fundamental Gerencia de la responsabilidad social Proyecto educativo Desarrollo Boletín impositivo Régimen de las inversiones extranjeras en los países de la ALALC Universidad Comercio e industria Integration & Trade Revista internacional de derecho y ciencias sociales Análisis laboral Constitución política de Colombia Boletín bibliográfico mexicano Mercado Servicio informativo quincenal Ser Competitivo Mario Mesa Holguin Michael Bhaskar Dra. Nora Hilda González Durán Varios María del Carmen Sosa Carlos Hernando Ramírez Juan Carlos López Rodríguez César Borges Andrés Pedreño Muñoz Colombia Cámara de Comercio de Bogotá Michael E. Porter

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lleva al lector a la esencia de la filosofía del marketing del siglo xxi comprender al consumidor cautivar al comprador y conservar al cliente en entornos altamente competitivos y globales igualmente le permitirá poner en práctica toda la fundamentación descrita y estimula a tomar decisiones empresariales orientadas hacia la satisfacción del consumidor o usuario del producto

nunca en la historia ha existido un momento más importante para la creación y la transmisión de conocimiento por un lado las tecnologías de la comunicación posibilitan transformaciones antes inimaginables que el mundo del libro y la edición aprovechan para hacer lo que mejor saben situarse a la cabeza de las innovaciones por otro lado jamás ha habido una proliferación equiparable de estudios y análisis sobre la edición y el libro en todas sus formas lo que nos permite reflexionar sobre el modo en que se produce esta revolución para la que no existen precedentes esta obra es el mejor ejemplo de dicha reflexión desde distintos puntos de vista desde diversas disciplinas y con la mayor riqueza y capacidad de disección se

explica qué hacen los hoy editores qué valor supone su actividad y cuál es la dimensión cultural y social que hace que el mundo del libro y la edición tenga un perfil propio y una capacidad real de esclarecer y transformar la realidad en que vivimos los fundamentos del libro y la edición es una obra colaborativa de académicos y representantes de la industria editorial y librera que aborda cuestiones urgentes como las complejidades de la industria los desafíos de la lectura y la educación los mercados globales y las grandes diferencias regionales la propiedad intelectual y los derechos de autor la responsabilidad social de las editoriales o las relaciones de la industria de la edición con otros medios de comunicación y entretenimiento y las siempre cambiantes tecnologías los libros nunca están solos forman parte de colecciones conviven en los estantes de las librerías y bibliotecas y conversan con otras obras a través de sus lectores y lectoras en este caso los fundamentos del libro y la edición está en buena compañía la colección tipos móviles es el entorno natural para que este volumen dialogue con otros textos que también hablan de libros editores y librerías

el diagnóstico de las microempresas es una actividad que contribuye a mejorar su competitividad el desarrollo de una herramienta especializada para el diagnóstico de microempresas dedicadas al giro comercial sirve para potencializar los servicios de consultoría y facilitar la interacción con organizaciones que desean aumentar su competitividad el desarrollo de esta herramienta representa una nueva oportunidad para que el empresario pueda conocer de manera rápida y eficiente el estado de operación de su empresa

este libro ofrece una selección de trabajos finales de grado destacados por su calidad académica el objetivo de esta publicación es dar visibilidad reconocer y estimular las habilidades de investigación de nuestros estudiantes egresados y a través de ellos de los equipos de directores tutores evaluadores metodólogos docentes y funcionarios administrativos que apoyan su realización la diversidad de los trabajos incluidos cinco de pregrado y cuatro de maestría ofrecen una variedad temática y metodológica con un valor pedagógico relevante para los actuales y futuros estudiantes en su aprendizaje y apropiación de la tarea investigativa en efecto los temas abordados resaltan gran cantidad de perspectivas alrededor de la investigación turística

los mercados de capitales y en general el entorno financiero mundial han experimentado innumerables transformaciones producto entre otros fenómenos de la globalización económica y financiera lo que ha imprimido una dinámica sin precedentes a los mercados de valores y ha permitido a su vez la participación de nuevos inversionistas especialmente en casos de renta variable por otra parte las empresas que acuden a las bolsas de valores han logrado también incrementar sus posibilidades de obtener financiación para sus proyectos de expansión en el mediano y largo plazo

el modelo gerencial ha cambiado por completo ahora no solo son importantes el mercadeo las finanzas y la gestión del recurso humano también son primordiales la gestión responsable de la comunidad el medio ambiente la calidad y la cadena de valor por ello para las organizaciones competitivas

y sostenibles es valioso contar con relaciones duraderas y signicativas con sus grupos de interés toda vez que esto constituye un activo imprescindible para el negocio

la presente edición actualizada y aumentada incluye nuevos artículos del autor así como innovadoras aportaciones sobre la competencia en el ámbito de la sanidad responsabilidad social corporativa filantropía y liderazgo porter vuelve a casar teoría y práctica con gran maestría de modo que empresas instituciones e incluso países encuentren su camino para ser competitivos

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