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ESTRATÉGIA EMPRESARIAL
Corporate Social Responsibility Reporting in Developing Countries
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Global Latinas

Estrategias Corporativas Collis

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SANTIAGO DOMINGUEZ

Análisis estratégico de la empresa Editorial CESA

The challenges faced by diversified corporations—firms that operate in more than one industry or market—have changed over the years. In this new edition, Olivier Furrer helps students of corporate strategy to consider the impact of critical changes in resources, businesses and headquarters roles on the firm's ability for establishing and sustaining corporate advantage. New to this edition are stimulating pedagogical features and additional material such as a new chapter on the theoretical foundations of multibusiness firms, along with a host of new examples from

across the world. A companion website supplements the book, providing PowerPoint slides, a test bank of questions, and lists of suggested case studies.

Documentos técnicos de apoio ao fórum de saúde suplementar de 2003 Saraiva Educação S.A.

Can good-will be good business? Firms are increasingly called upon to address matters such as poverty and human rights violations. The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their commitment to social action will be rewarded by lasting customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate

sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action. It shows how and when firms can develop successful corporate social strategies that establish strong commitments to shareholders, employees and other stakeholders.

La comunicación de la responsabilidad social corporativa

Routledge

Casi de la noche a la mañana, los deportes electrónicos y los videojuegos competitivos se han convertido en el mayor fenómeno deportivo y de entretenimiento en la historia de la humanidad; un acontecimiento social y económico del que todos quieren formar parte: marcas, anunciantes, empresas y jugadores. ¿Qué son los deportes electrónicos y cómo se hicieron tan populares tan rápidamente? ¿Por qué triunfan los videojuegos como Fornite, Call of Duty o League of Legends? ¿Cómo se crea una empresa de esports y qué otras oportunidades de negocio hay en torno a esta industria? ¿Cómo se puede ganar dinero con los deportes electrónicos? ¿Cuáles son las tendencias que van a marcar el sector en los próximos años? ¿Qué necesitan saber los jugadores para poder posicionarse y vivir de ello? El libro de los esports aborda estas y otras cuestiones fundamentales y te lleva dentro de este imparable fenómeno de la mano de William Collis, fundador del equipo de deportes electrónicos Team Genji, número 1 del mundo, para entender cómo funciona esta industria multimillonaria y conocer sus entresijos. Es una guía imprescindible tanto para jugadores de toda la vida que quieren hacer de su entretenimiento su profesión como para marcas y

anunciantes que buscan nuevas oportunidades para conectar con sus audiencias. También para empresarios y emprendedores que quieren conocer las estrategias que impulsan su éxito y que mueven a millones de personas en todo el mundo.

Responsabilidad Social Empresarial SAGE Publications

Based on an acclaimed professor's legendary strategy course at Harvard Business School, The Strategist offers a radically new perspective on a leader's most vital role. "Are you a strategist?" That's the first question Cynthia Montgomery asks the business owners and senior executives from all over the world who participate in her highly regarded executive education course. It's not a question they anticipate or care much about on opening day. But by the time the program ends, they cannot imagine leading their companies to success without being—and living the role of—a strategist. Over a series of weeks and months, Montgomery puts these accomplished executives through their paces. Using case discussions, after-hours talks, and participants' own strategy dilemmas, she illuminates what strategy is, why it's important, and what it takes to lead the effort. En route, she equips them to confront the most essential question facing every business leader: Does this company truly matter? In doing so, she shows that strategy is not just a tool for outwitting the competition; it is the most powerful means a leader has for shaping a company itself. The Strategist exposes all business leaders—whether they run a global enterprise or a small business—to the invaluable insights Montgomery shares with these privileged executives. By distilling the experiences and insights gleaned in the classroom, Montgomery helps leaders develop the skills and sensibilities they need to become

strategists themselves. It is a difficult role, but little else one does as a leader is likely to matter more.

Conselho estratégico Ediciones Granica

"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.

Strategic Thinking Lulu.com

Un negocio, entendido como una lógica de creación de valor, está expuesto tanto a la incertidumbre del entorno, como a la vulnerabilidad humana, independientemente de su naturaleza jurídica, tamaño o sector en el que opera. La tarea de los administradores no puede reducirse a la idea de generar más ingresos o reducir los costos. En ambos casos es necesario tomar conciencia de la importancia que tiene la relación riesgo-estrategia en el modo de lograr mayores ingresos o de disminuir los costos. Estudiar este texto es un paso para tomar conciencia de la relevancia que tienen los riesgos estratégicos en la manera como se administran los negocios hoy.

Boletín de información comercial Routledge

Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global

economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

La Dirección Estratégica de la Empresa. Teoría y aplicaciones Universidad EAFIT

La Responsabilidad Social Empresarial (RSE) ha sido una preocupación importante desde mediados del siglo pasado, con una constante ampliación y extensión de su alcance desde el ámbito interno de la empresa, hacia su entorno externo. En su origen, en la década del 20, enfatizaba un principio que no ha perdido vigencia en la actualidad y que indudablemente se ha hecho más relevante, sino tal vez -desde la perspectiva ética- más urgente, a saber: si la empresa utiliza recursos privados y públicos, éstos deben utilizarse de manera que los beneficios que generen no afecten negativamente, sino que favorezcan el bienestar de la sociedad.

E-Training Practices for Professional Organizations Saraiva Educação S.A.

Fad-Free Strategy provides a ground-breaking approach to making better business strategy decisions: more efficient, open to out-of-the-box opportunities and evidence-based. Most strategy books focus on Grand Strategy, the process that leads to high-level recommendations or, more accurately, hypotheses about where and how to compete. While this book briefly covers critical Grand Strategy practices, it deep dives into Operational Strategy, the process of validation, adaptation and possible rejection of those hypotheses. Operational Strategy is based on an in-depth understanding of customer preferences and anticipating the choices they make. Those choices rather than managers' ambitions determine whether a strategy will generate the aspired financial results. The book explains, by means of detailed real-world cases across industries, how to generate

validated solutions to any strategic problem such as: how to enter successfully into new markets, either as an innovator or as a latecomer? How to defend one's position against aggressive new entrants? Or how to sustain margins when price is the only thing customers seem to care about? This remarkable book contains expert advice from accomplished strategic advisors and thought leaders Daniel Deneffe and Herman Vantrappen. Fad Free Strategy will be a useful tool for smart business executives at mainstream companies who are disappointed with strategy fads and simplistic solutions based on cherry-picked, anecdotal evidence from today's hero companies. It will also appeal to economics faculty members teaching graduate courses in business strategy who are looking for an economics-based strategy textbook that is both rigorous and comprehensive. The book's core ideas have been taught successfully in continuing and executive education programs at Harvard University and Hult International Business School.

Riesgo estratégico ARANZADI / CIVITAS

Em um momento em que grandes corporações estão assumindo posições de destaque no ambiente globalizado, este livro vem ao encontro da necessidade dos líderes, elencando as principais práticas de excelência em estratégia corporativa. Conselho estratégico reúne proposições inovadoras e conceitos contemporâneos sob a ótica corporativa, abordando vários temas relacionados a estratégia, mas sem perder a precisão nas análises. O leitor tem em suas mãos uma publicação que traz o mérito de instigá-lo a pensar no desenvolvimento dos negócios. Este livro, que resgata princípios básicos de crescimento e sustentabilidade, veio na hora certa para CEOs e gestores que

buscam a longevidade de suas organizações.?

Fad-Free Strategy Harper Collins

As one of the largest service industries serving millions of international and domestic individuals yearly, it is important to understand the current trends, practices, and challenges surrounding tourism. Emphasized by the effects on people, management processes, and technological advancements, this economic and socio-cultural phenomenon's importance is increasing worldwide. *Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management* discusses and analyzes the impacts of new trends in the tourism industry, including sub-sectors of tourism, and revisits existing trends, identifies new types and forms of tourism, and discusses the influence and use of technology. Featuring research on topics such as guest retention, predictive analysis, and ecotourism practices, the material collected is ideally designed for managers, travel agents, industry professionals, practitioners, consultants, and researchers.

Business Planning Editora Dialética

Análisis estratégico de la empresa, es un libro que se caracteriza por integrar, dentro un modelo dinámico, las principales aportaciones y avances realizados desde diferentes escuelas de pensamiento, como son la dirección estratégica, la teoría de los recursos y capacidades y la economía industrial. Su finalidad es analizar los problemas estratégicos de las empresas, entendidos como la búsqueda permanente de la sincronía entre los mercados en los que se compite y lo recursos de que se dispone, a fin de conseguir ventajas competitivas sostenibles en el tiempo. El libro se completa con una amplia documentación sobre

empresas reales, lo que ayuda a entender la compleja naturaleza de los problemas estratégicos a la par que facilita un material adecuado para fines didácticos.

The Strategist Univ Pontifica Comillas

Historically, the study of corporate social responsibility (CSR) reporting has largely been within the context of Western economies. However, in the wake of highly publicized incidents such as Bhopal and the struggle of the Ogoni people in Nigeria, many large corporations now claim to be taking steps to improve their environmental and social performance within developing countries. Using the lens of stakeholder theory, this book examines whether the current practice of CSR reporting in developing countries is motivated by a desire to discharge accountability to all relevant stakeholders or whether it is being driven by the imperative of advancing corporate economic interests. While concepts like CSR reporting have become more fashionable, they vary widely in different national contexts; this book therefore clarifies the types and roles of CSR reporting and the underlying corporate motivations. The author considers the current CSR reporting practices in a number of developing countries, with particular attention given to illuminating a case study of Bangladesh.

Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management John Wiley & Sons

"Most of the research on multinationals has focused on companies from developed markets. Research on multinationals from emerging economies is relatively new and most of the attention has been focused on multinationals from Asia. Little research has been done on the internationalization strategies and

challenges of Latin American multinationals. This book aims to fill this void. Studying Latin American multinationals will not only provide insights into specific strategies deployed by successful firms but will also identify best practices that can be employed by the next generation multinationals from emerging markets." -- Book Jacket.

Las Finanzas en las Empresas Familiares Privadas IGI Global
Ideal para executivos que controlam empresas nas quais o crescimento é uma questão relevante. Neste livro, o autor discorre sobre como fazer para aumentar a receita da sua empresa no difícil ambiente econômico em que a maioria está inserida hoje, e estará nos próximos anos. Acima de tudo, o principal objetivo é oferecer um conjunto de ferramentas e ideias para empreendedores e gestores utilizarem na avaliação ou renovação de suas estratégias de crescimento.

Hands-On Social Marketing Ediciones Paraninfo, S.A.

Este libro está dirigido primordialmente a tres audiencias: directores de empresas familiares (especialmente las pymes), o quienes estén interesados en serlo; estudiantes de los temas de empresas familiares y su manejo financiero; o estudiosos de las empresas familiares, su manejo financiero y esquemas de sucesión orientada hacia empresas de los hijos. Esta obra está dedicada a los emprendedores y sus familias que han dado el paso de arriesgar su capital en aras de crear y sostener una empresa familiar. A lo largo de la investigación que origina este libro nos hemos dado cuenta que los elementos y motivación de estas familias y emprendedores no es necesariamente la misma de los ejecutivos que dirigen empresas grandes y/o públicas. Como autores ponemos a disposición del público emprendedor

este libro con el deseo que les sea útil tanto en el análisis inicial, para justificar financieramente su empresa, como en la administración financiera cotidiana y la valuación de proyectos. Las empresas familiares son el centro de la economía, tanto del país como de los integrantes de esas familias. Sin embargo, nos encontramos que sus directores-propietarios con mucha frecuencia son expertos en temas particulares del negocio: la producción, las ventas, la conducción de los colaboradores, con poca preparación en los temas del manejo del dinero. Dado que este dinero es la "sangre" del negocio, aprender a administrarlo es de suma importancia, desde cómo saber el verdadero costo de pedir préstamos o comprar a crédito hasta cómo decidir las mejores formas de conseguir y administrar el dinero para que la empresa crezca al nivel que la haga sustentable. Este libro presenta a los directores de empresas familiares una serie de herramientas para ayudarles a mejorar sus habilidades financieras, ilustradas con ejemplos prácticos explicados a detalle y en lenguaje sencillo. Inicia con una narración de las motivaciones de las familias para poner un negocio (que será lo que esperan que la empresa logre), para continuar con esas herramientas para tomar decisiones que involucren dinero, prestado o invertido. Continúa con la introducción del concepto de sostenibilidad financiera, cómo saber si al mismo tiempo la empresa y la familia pueden permanecer en el tiempo, en términos simples y sencillos de calcular, con ejemplos resueltos. Más adelante este libro se adentra en la exploración de las opciones para la sucesión, a través de explicar e ilustrar opciones para que los padres sean los que financien los emprendimientos de los hijos, de manera que la familia se convierta en lo que los

autores llaman una “corporación familiar”, en la que se deja a un lado la discusión de ¿quién es el mejor para tomar el lugar del padre o madre? para pasar a que cada hijo o hija emprendedor(a) se dedique a lo que más le apasione, de la misma manera que lo hizo la generación anterior.

Gestão de Riscos e a Prevenção de Acidentes do Trabalho

Pearson Educación

Este libro trata de abordar un triple objetivo en función de la perspectiva de los lectores a los que va dirigido. En primer lugar, pretende servir de soporte básico para la formación universitaria de los alumnos de los grados en Administración y Dirección de Empresas y otros afines, interesados en las materias relacionadas con la dirección y la estrategia de la empresa. En segundo lugar, puede ser de gran utilidad, como una primera aproximación, para aquellos estudiantes que sigan cursos de posgrado en instituciones públicas o privadas, como son las mismas universidades, las escuelas de negocios o entidades similares, en áreas especializadas y de profundización relativas a la estrategia empresarial. Por último y como no podía ser menos, trata de ser un punto de referencia obligado para todos los profesionales y hombres de empresa que, desde el mundo de la práctica, asumen una visión eminentemente aplicada de los negocios y tienen la responsabilidad de la consultoría o la dirección de las empresas. Desde este triple punto de vista, el libro se convierte en un manual de trabajo en el que se integra el amplio conjunto de cuestiones y problemas que conforman el cuerpo teórico del modelo directivo conocido como la Dirección Estratégica de la Empresa.

Corporate Social Strategy Gulf Professional Publishing

"E-Training Practices for Professional Organizations" is an essential reference for anyone interested in the integration of e-business, e-work and e-learning processes. The book collects, for the first time, the proceedings from the 2003 IFIP eTrain Conference held in Pori, Finland. The text serves as a multi-disciplinary resource for information on the research, development and applications of all topics related to e-Learning. The first half of the book discusses theories, paradigms and their applications in academia and industry. The last half of the book examines learning environments, design issues and collaboration among the corporate, governmental and academic sectors. With academic and professional contributors, "E-Training Practices for Professional Organizations" reflects the multi-faceted and exciting nature of e-training studies. This volume presents the balanced view of past developments and current research necessary to truly reach the potential of this burgeoning field.

La televisión etiquetada: nuevas audiencias, nuevos negocios

Springer Science & Business Media

Este libro aborda la influencia de Internet en la televisión. Comienzan a emerger nuevas formas de televisión que implican la colaboración de los usuarios. Los “nativos digitales” quieren votar, participar, intercambiar, colaborar, mezclar y distribuir, etc., pero también quieren etiquetar programas y películas. La televisión puede convertirse en una maraña de programas que viajan por la red de acuerdo a las etiquetas de unos usuarios que ayudan a otros a encontrar lo que quieren.

Organização orientada para a estratégia Cambridge University Press

Este livro representa um alerta às empresas de sucesso.

Cuidado! Sua firma pode já estar morta. Em um mundo constituído por mudanças, as organizações precisam constantemente adaptar suas estratégias para sobreviver, e muitas empresas consideram essa uma árdua tarefa. Em vez de se ajustarem, elas hesitam ou mantêm-se arraigadas às suas antigas estratégias até que se percebem em plena crise. E quando este ponto é atingido, uma recuperação torna-se muito difícil. Nesse momento, o destino de muitas organizações já foi selado, e seu fim se torna lento e doloroso. A habilidade de

adaptação à mudança é um indicador de inteligência; então, por que as empresas demonstram um QI Estratégico tão reduzido? O que causa essa inércia e porque ela é tão mortal? A inércia é uma doença perigosa. Este livro examina as causas que a sustentam e ilustra como diagnosticá-la e curá-la antes que seja tarde demais. E, mais importante, ele descreve como se prevenir dela. John Wells ensina às empresas maneiras mais perspicazes de agir e de se obter resultados mais sustentáveis.