
GESTIÓN DEL CONOCIMIENTO

Qué es el management

*Cómo funciona
y por qué nos afecta
a todos*

JOAN MAGRETTA

CON LA COLABORACIÓN DE NAN STONE



EMPRESA ACTIVA

Que Es El Management Joan Magretta

Siddappa N.Byrareddy



Que Es El Management Joan Magretta:

What Management Is Joan Magretta, 2002-04-30 Former top editors of the Harvard Business Review synthesize the field of management in one easy to read volume explaining to readers of all backgrounds how management works in the real world and why it matters even more in today's economy

Qué Es el Management? Joan Magretta, 2003-06 Completo mapa sencillo pero n

Management humanista Xavier Marcet, Javier García, 2023-03-08 Los autores han dedicado sus vidas a trabajar con empresas de todos los tamaños y ante todo a gestionar organizaciones más humanistas y financieramente más sólidas Su labor ha sido crucial para poder medir riesgos tomar decisiones en situaciones de incertidumbre y enfrentarnos a los desafíos que nos presenta la sociedad a la hora de manejar empresas rentables A través de su experiencia y conocimiento los autores nos presentan un Renacimiento empresarial capaz de crear valor corporativo y social en el que la solidez financiera da pie a la innovación y a la creatividad sin descuidar la esencia y el capital humano Management humanista forja los pilares de ese big bang al que toda empresa moderna y sostenible debe enfrentarse

La Empresa: Un Striptease, 2006

El quehacer del director Carlos Ruiz González, 2015-06-02 Misió n responsabilidad y retos para los líderes de hoy Una aproximación informada y accesible al rol del director y un conjunto de ideas para alcanzar logros extraordinarios El verdadero liderazgo es una tarea compleja que exige el desarrollo de numerosas habilidades así como el conocimiento profundo del rea que representa su radio de acción Carlos Ruiz González medita sobre el papel del líder en el mundo de hoy donde las organizaciones enfrentan problemas inéditos y desafíos sin precedentes Apoyándose en su conocimiento del tema así como en su experiencia práctica y docente el autor centra su atención en la figura del director y medita sobre el papel que desempeña esta figura dentro de las organizaciones Entre los temas que aborda está n la planeación capacitación adopción de nuevas tecnologías los roles del director y el papel de la creatividad en la alta dirección

Críticas, 2004

Abecedari per a innovadors Josep María Ferrer Arpí, 2012-11-26 Descobreix totes les capacitats que ha de tenir qualsevol innovador Aquest llibre està escrit per a tots aquells que volen descobrir les seves capacitats d'innovació als que estimen l'estat mental de la joventut independentment de l'edat que tinguin als que creuen que al seu davant tenen tota la vida per fer que les coses canviïn Per fer que les coses del seu entorn de la seva feina o de la seva societat siguin d'una altra manera i millor Per als que ho creuen i ho fan El món avança gràcies als innovadors als que plantegen creativament la seva vida amb gran dosi del sentit de l'aventura del gust pel risc i del plaer per l'experimentació Sense por Perquè per innovar en tots els àmbits cal una mirada valenta a l'interior i a l'entorn de cadascú prendre decisions i actuar Mirar enrere veure el present i imaginar el futur i així descobrir camins amagats Tot plegat fascinant Aquest és un llibre petit amb grans consells pels que s'aventuren en les sendes de l'emprenedoria Obra d'especial interès per a tots aquells que desitgin ser innovadors Enfocament pràctic de la formació Llenguatge clar i senzill

Cómo emprender un negocio con éxito Cruz Soriano Leonel, 2025-03-04 En la actualidad pareciera que cada vez resulta más difícil tener éxito alcanzar nuestras metas nuestros sue

os nuestros ideales nuestros anhelos que cada vez cuesta m s salir del medio en el que nos desenvolvemos en ocasiones creemos que nunca lo lograremos que nuestro destino es permanecer en l que debe cumplirse como sentencia b blica nuestra suerte y que solo ciertas minor as tienen la posibilidad de triunfar de alcanzar el xito mientras que los dem s debemos resignarnos a nuestra suerte y vivir en un mundo dif cil lleno de penurias tristezas desesperanzas frustraciones y mil cosas m s Pero por qu ocurre esto Seguramente hay varios factores o circuns tancias que nos impiden lograrlo sin embargo creo que la verdadera raz n la m s sencilla y simple es que no sabemos buscar o m s bien buscamos por todas partes menos donde realmente se encuentra la nica y verdadera raz n del xito anhelado esto es dentro de noso tros mismos El doctor Camilo Cruz autor del libro Los genios no nacen se hacen Grupo Planeta 2003 cita una leyenda que nos descubre de forma simple el secreto del xito y la felicidad diciendo hubo una poca en la historia de la humanidad en que los seres humanos aparentemente abusaron tanto del secreto del xito y la felicidad que el concilio de sabios que estaba encargado de cuidarlo decidi tomar el secreto y esconderlo de las personas en un lugar donde nunca pudieran recu perarlo he aqu lo que haremos para que los seres humanos nunca puedan volver a encontrar el secreto del xito y la felicidad Lo ente rraremos muy adentro de su propia mente pues con seguridad ellos nunca pensar n en buscarlo dentro de s mismos **Cómo emprender un**

negocio con éxito Cruz Mecinas Leonel,2025-03-04 En la actualidad pareciera que cada vez resulta m s dif cil tener xito alcanzar nuestras metas nuestros sue os nuestros ideales nuestros anhelos que cada vez cuesta m s salir del medio en el que nos desenvolvemos en ocasiones creemos que nunca lo lograremos que nuestro destino es permanecer en l que debe cumplirse como sentencia b blica nuestra suerte y que solo ciertas minor as tienen la posibilidad de triunfar de alcanzar el xito mientras que los dem s debemos resignarnos a nuestra *Administración estratégica del turismo* Gustavo

Paniego,2024-08-19 La realidad actual es cada vez m s compleja Las organizaciones son m s difciles aun ya que trabaja en un entorno extremadamente din mico con una gran velocidad de cambio Si tomamos el sector hotelero como ejemplo nos encontramos que en l conviven distintos tipos de negocios como el del alojamiento y AA lo que nos da una idea de las dificultades que este sector plantea Ante esta panorama debemos estar extremadamente atentos a las variaciones que se producen para gestionar exitosamente el negocio Este libro no da recetas solo busca presentar algunos instrumentos que pueden ser de utilidad en la planificaci n del negocio Ofrece herramientas destinadas al control del d a a d a como as tambi n algunas que nos ayudan a asomarnos al futuro para que este no nos tome por sorpresa En estas p ginas encontrar n una gu a actualizada y de gran utilidad para la adiministraci n estrat gica en turismo

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