

Solucionario Finanzas Corporativas 9

Edición

Gerencia estratégica corporativa - 1ra edición Recursos humanos y responsabilidad social corporativa (Edición 2022) Catálogo general de publicaciones BOE Instituciones de derecho sindical y corporativo Medios impresos Las personas jurídicas y su responsabilidad civil por actos ilícitos Comunicación global La división del trabajo en una moderna organización corporativa Bibliografía general española e hispano-americana Catálogo general de la librería española, 1931-1950 Legislación y disposiciones de la administración central Bibliographic Index Manual de relaciones públicas eficaces CNIDA informa The National Union Catalogs, 1963- Libros de México Mercado The Library Catalogs of the Hoover Institution on War, Revolution, and Peace, Stanford University Empresas Más Grandes de América Latina Op. Cit Rafael Ignacio Pérez Uribe AYENSA ESPARZA, ÁNGEL MARÍA Editorial BOE Virgilio Feroci Arturo Barcia López Max Römer Pieretti Jesús Silva Spain Scott M. Cutlip Hoover Institution on War, Revolution, and Peace

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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

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

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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

feb mar 1941 a cumulative volume covering period july 1936 dec 1940

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

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