

7ª edición

Dirección estratégica

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Estrategia. De la visión a la acción. Juan Carrión Maroto, 2007-06-29 Entender la empresa desde un enfoque de dirección general es imprescindible no sólo para los directivos de primer nivel sino también para aquellos directivos funcionales que quieran comprender en profundidad las interrelaciones que se producen dentro de las organizaciones *Dirección estratégica* Omar Cejas, Paulo Lanza, 2021-09-12 El objetivo fundamental es brindar a aquellas personas que aborden esta lectura una serie de herramientas capaces de destruir por completo ese viejo paradigma de hacer organizaciones eficientes y reemplazarlo por el de diseñar organizaciones inteligentes y convertirse en el arquitecto de una nueva empresa altamente competitiva en ambientes de verdadera incertidumbre Y a esto sólo se llega con una dirección estratégica y siempre bajo la premisa de que la estrategia no es algo endógeno ni permanente sino que la aprendemos y la enseñamos constantemente

Dirección estratégica Miguel Arjona Torres, 1999-04-02 *Management estratégico* Isabel de Val Pardo, 2005

Dirección estratégica de la empresa Eduardo Pérez Gorostegui, Beatriz Rodrigo Maya (Coordinadora), Víctor Manuel Martín Martínez, 2023-09-13 Manual dedicado al estudio de la dirección de la empresa desde una perspectiva estratégica Aunque esta materia apenas cuenta con unas décadas de existencia hay ya un consenso bastante aceptado sobre los contenidos de la Dirección estratégica establecimiento de la visión y misión de la organización fijación de objetivos análisis de los entornos externo e interno formulación de estrategias su evaluación y selección su implementación evaluación y control También se incluyen las estrategias de internalización la gestión del conocimiento y el gobierno corporativo *Dirección Estratégica Innovadora Pero, ¿Hay Vida Después de Porter?* Manuel Carneiro Caneda, 2009-11 Como indica el subtítulo de este libro existe vida después de los libros de Michael Porter y la generalización de los conceptos que él acuñó Existen las crisis la incertidumbre el azar la casualidad lo improbable y hasta lo imposible En esta obra descubrir cómo los modelos de la biología se pueden aplicar al mundo de la estrategia empresarial y cómo se organiza esa otra vida que hay más allá del modelo de la Dirección Estratégica tradicional Con un planteamiento sencillo repleto de ayudas herramientas novedosas y elementos prácticos podrá saber cómo afrontar la estrategia empresarial necesaria en un mundo caótico como el presente Y sobre todo cómo ponerla en práctica *Análisis estratégico de la empresa* VENTURA VICTORIA, JUAN, 2008-01-01 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 compete y los 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 **Planificación estratégica en organizaciones no lucrativas** Pablo Navajo, 2023-05-23 La planificación

estratégica se ha convertido en algo vital dentro de las organizaciones. Debemos utilizar los mismos enfoques, estilos y herramientas para planificar en una entidad sin ánimo de lucro que en cualquier otra organización. Tiene la misma utilidad. Como debemos hacerlo. Quién debe participar. Quién nos puede ayudar. Como debe reflexionar nuestra organización para saber el camino que debe seguir. Como podemos ser más fuertes en la organización para poder responder a las demandas del entorno. En esta guía participativa basada en valores se recogen buenas propuestas metodológicas para la realización de una planificación estratégica cuya principal característica diferencial son los valores. Nada en una organización sin ánimo de lucro tiene sentido si no se hace en torno a sus valores. *Handbook of Research on Organizational Sustainability in Turbulent Economies* Perez-Urbe, Rafael Ignacio, Salcedo-Perez, Carlos, Carvajal-Contreras, Andres, 2022-04-15. Organizational sustainability and uncertain economies are key topics for modern organizations. New updated knowledge about such matters is necessary for companies to ensure they are sufficiently prepared for future crises. Additional research is required in this area as the overall amount of material available is below par. The Handbook of Research on Organizational Sustainability in Turbulent Economies provides theoretical and practical evidence that demonstrates how the integration, adaptation, construction and application of strategic models, methods and tools can promote organizational sustainability for economies in situations of uncertainty. Covering topics such as work engagement and sustainable development goals, this major reference work is ideal for academicians, practitioners, policymakers, entrepreneurs, business owners, researchers, instructors and students. Dirección Estratégica De La Empresa: Fundamentos Y Puesta En Práctica Esteban Fernández, 2015-01-02. BASES DE LA DIRECCIÓN ESTRATÉGICA ANÁLISIS EXTERNOS E INTERNO. ESTRATEGIA DEL NEGOCIO Y CORPORATIVA. BASES DE LA DIRECCIÓN ESTRATÉGICA ANÁLISIS EXTERNOS E INTERNO. ESTRATEGIA DEL NEGOCIO Y CORPORATIVA.

Innovation and Teaching Technologies Marta Peris-Ortiz, Fernando J. Garrigós-Simón, Ignacio Gil Pechuán, 2014-04-03. This book focuses on organizational changes that are taking place in higher education. Universities are currently experiencing a period of change and restructuring into what is known as the European Higher Education Area (EHEA). EHEA represents a process of educational reform based on three types of transformations: structural, curricular and organizational. The integration of universities in this new EHEA is bringing conceptual and methodological changes not just to the structure of university education but also to the teaching-learning processes and the conditions under which they take place. EHEA is prompting a change in the teaching model towards the consideration of students as the main actors in the educational process. This change requires new teaching strategies where students are asked to resolve problems with tools provided by the teacher. This book presents ideas, results and challenges related to new information and communication technologies, innovations and methodologies applied to education and research as well as demonstrating the latest trends in educational innovation. **Administración: de la teoría a la acción**, **El plan estratégico de comunicación** Andrés Aljure, 2016-05-13. Toda organización sea pública, privada, mixta u ONG requiere de la interacción con públicos de diferente

ndole para lograr sus objetivos Esa interacci n es en esencia un proceso permanente de comunicaci n que como tal requiere ser gestionado La forma de estructurar dicha gesti n con l gica coherencia prop sito y efectividad es a trav s del dise o la elaboraci n y la implementaci n de planes estrat gicos de comunicaci n PEC Este libro ofrece una completa contextualizaci n del para qu gestionar la comunicaci n as como consideraciones ejemplos y recomendaciones de orden t cnico y gerencial para hacerlo A trav s de este tambi n se accede a un m todo concreto y estructurado que descrito paso a paso de manera pr ctica y espec fica provee herramientas plenamente aplicables y presenta lo que usted debe tener en cuenta para dise ar y elaborar un PEC de forma apropiada *Handbook of Research on Emerging Business Models and the New World Economic Order*

Saiz-Alvarez, Jose Manuel,2021-10-15 The COVID 19 pandemic is causing a radical change in both the economic and business paradigms that have ruled countries for decades Emerging models are leading to a new world economic order predictably led by China and the United States New forms of organization new ways of working remotely the strengthening of some industries to the detriment of others and the supremacy of technology to be able to work are going to change the economies as we know them today The Handbook of Research on Emerging Business Models and the New World Economic Order offers strategies economic policies social economic and political trends that will affect organizations to increase their efficiency and labor productivity and change the world s business and financial structures This book forecasts future business changes and prospective models structural or not for guiding the survival of small and medium enterprises SMEs multinationals family firms entrepreneurs and NGOs in the post COVID 19 era Covering topics such as business model creation global sustainable logistics 4 0 and social and solidarity economy this text is essential for economists entrepreneurs managers executives family firms SMEs business professionals policymakers students researchers practitioners and academicians **Direcci n**

Estrat gica de la Pyme 'Gonzalo Caballero Miguez,Ana Bel n Freijeiro lvarez',2010-03-12 Las empresas son organizaciones econ micas que necesitan aplicar una estrategia que les permita sobrevivir en un escenario de globalizaci n y competencia donde las fuerzas del mercado son dif ciles de controlar La formulaci n y puesta en marcha de esta estrategia corresponde a la direcci n estrat gica de la empresa Estrategia y direcci n son las dos caras de una misma moneda que pueden favorecer la evoluci n de la pyme impulsando la consecuci n de objetivos la supervivencia en circunstancias adversas el nivel de eficiencia o la maximizaci n de beneficios Con este material did ctico Ideaspropias Editorial le ofrece la posibilidad de conocer las bases de la direcci n estrat gica incluyendo el an lisis la formulaci n la elecci n y la aplicaci n de estrategias Direcci n Estrat gica de la Pyme es adem s un manual de f cil lectura en el que al finalizar cada una de las unidades did cticas encontrar ejercicios pr cticos que le servir n de gran ayuda para fijar muchos de los conceptos que en l se recogen

Fundamentos de direcci n de empresas. Conceptos y habilidades directivas IBORRA JUAN, MAR A,DASI COSCOLLAR, ANGELS,DOLZ DOLZ, CONSUELO,FERRER ORTEGA, CARMEN,2014-01-01 Esta obra enfatiza la importancia del aprendizaje basado en competencias Su objetivo es formar a los futuros profesionales de la Direcci n de Empresas abarcando

el nivel de las habilidades o saber hacer y el de las actitudes y los valores o saber estar junto a un desarrollo riguroso de los conocimientos o del saber Fruto de nuestra experiencia docente y de nuestra participación en proyectos de innovación educativa durante la puesta en marcha del Espacio Europeo de Educación Superior detectamos la necesidad de una obra que combinase equilibradamente conocimientos habilidades y actitudes Así nació la primera edición La experiencia docente en los grados y las sugerencias de alumnos y colegas de profesión nos ha ofrecido la oportunidad de actualizar y mejorar la obra en esta segunda edición Así el libro Fundamentos de Dirección de Empresas Conceptos y habilidades directivas combina tres planos que van desarrollándose de forma incremental el logro de conocimientos teóricos básicos acerca de la empresa y su dirección el desarrollo de ciertas habilidades o saber hacer la búsqueda de información el análisis y la valoración de la misma la comunicación oral y escrita el trabajo en equipo y la toma de decisiones imprescindibles para un futuro directivo y el fomento de actitudes valores y normas especialmente espíritu crítico tolerancia actitud emprendedora y cooperación para el trabajo en equipo necesarias para el desarrollo de la actividad profesional Este enfoque hacia el aprendizaje activo del estudiante y las competencias profesionales es el elemento distintivo de la obra y está presente en toda ella Para su elaboración se ha contado con un equipo de cuatro autoras especializadas en diferentes disciplinas pertenecientes al área de Organización de Empresas del Departamento de Dirección de Empresas de la Universidad de Valencia Las autoras tienen una amplia experiencia docente en asignaturas de grado y máster de diversas titulaciones y han participado en proyectos de innovación educativa que han recibido diversas distinciones por su excelencia

El desarrollo de las organizaciones del siglo XXI Rosa Muñoz Castellanos, Domingo Nevado Peña, 2007-09-18

Strategic Management in Tourism, 3rd Edition. CABI Tourism Texts Luiz Moutinho, Alfonso Vargas-Sanchez, 2018-02-26 This comprehensive textbook has at its core the importance of linking strategic thinking with action in the management of tourism It provides an analytical evaluation of the most important global trends as well as an analysis of the impact of crucial environmental issues and their implications Now in its third edition and reviewing the major factors affecting international tourism management this well established student resource provides an essential overview of strategic management for students and professionals in the tourism sector

Planeación Estratégica Para Alta Dirección Octavio Reyes, 2012-11 De Octavio Reyes La planeación estratégica es considerada una herramienta de trabajo que ha promovido el crecimiento y desarrollo de las grandes culturas de la humanidad quienes a través de administrar procesos estratégicos de largo plazo y de gran alcance les ha permitido emprender y concluir proyectos majestuosos tal es el caso de la cultura griega y el Partenón las civilizaciones de oriente y la construcción de una gran Muralla China de protección de la misma forma se puede citar al Coliseo y el diseño de la Ciudad de Roma así como la cultura egipcia y los templos faraónicos también podemos citar las culturas prehispánicas en donde se erigió el santuario de Machu Picchu en Perú las pirámides de Teotihuacán en Tula y Tenochtitlán en México y por supuesto el complejo de ciudades mayas entre otros ejemplos que ilustran los beneficios de aplicar una eficaz y eficiente planeación estratégica Es así que esta obra se propone ofrecer al

lector un conjunto de instrumentos que apoyen a los ejecutivos de la alta direcci n para estructurar y operar la planeaci n
estrat gica de la organizaci n Strategic Management in ... Moutinho, L.,

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