

Penelope M. Moore-Kramer



LA NUEVA CLASE DIRECTIVA MUNDIAL

[World Class]

Progreso local en una economía global

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Nueva Clase Directiva Mundial Progreso Local En Una Economía Global

Rosabeth Moss Kanter



Nueva Clase Directiva Mundial Progreso Local En Una Economía Global:

La nueva clase directiva mundial "(World Class)" Rosabeth Moss Kanter, 2000 Otra vez en busca de nuevos horizontes Rosabeth Moss Kanter autora de numerosos bestsellers y guru del mundo empresarial proporciona las técnicas y estrategias imprescindibles para triunfar en el arriesgado mercado actual Combinando argumentos teóricos enormemente convincentes con ejemplos extraídos de la vida real la autora demuestra que las oportunidades se mueven hoy en el ámbito global y que precisamente por ello el tamaño de una compañía o de una ciudad o de una región no debe ser lo más importante a la hora de planificar presupuestos y conseguir beneficios En consecuencia el presente libro no solo le ayudara a comprender el modo en que la globalización puede afectar a las empresas y las comunidades sino también a concretar las nuevas y variadas inversiones que estas deben realizar para triunfar La conclusión en fin es que hay que abordar y superar esa resistencia al cambio global que hoy parece dominar los distintos ámbitos de la vida empresarial y de paso elaborar una estrategia que garantice prosperidad y cree seguridad laboral en todas nuestras ciudades y regiones Procesos de asociatividad como fuente de construcción de conceptos y modelos de gerencia en Colombia Luis Alberto Gutiérrez Mejía, 2024-03-15 Analizar la asociatividad en Colombia para identificar su aporte en formular teoría e implementar prácticas gerenciales es el objeto del trabajo Primero analiza el concepto de asociatividad y su aplicación luego analiza el concepto de gerencia Es un estudio que identifica el contenido expreso y el sentido latente del discurso gerencial en esas entidades y si ha contribuido a implementar teorías o estilos gerenciales La fuente fue una muestra de entidades asociativas a sus directivos se les hizo una entrevista semiestructurada basada en una guía con 17 ítems gerenciales grabadas para su posterior análisis con Atlas Ti Se revisaron los estatutos de las entidades su comunicación institucional y los temas centrales de los congresos a partir de eso se aislaron las palabras clave para análisis y con base en ello identificar el modelo de gerencia que practican y predicen estas entidades Al mismo tiempo ello permitió vislumbrar hacia dónde se dirigen mediante el análisis de tendencia En un esfuerzo por evitar o controlar el sesgo además de hablar con los directivos de las entidades asociativas se habló con directivos y empleados de empresas asociadas a las primeras siguiendo el mismo modelo de entrevista semiestructurada Se pretendió considerar el sentido latente del discurso en cuanto tiene que ver con el lenguaje apprehendido por los directivos a partir de los modelos mediante la hermenéutica del discurso en sus aristas económica y política *Poder y sacrificio* Luis Enrique Alonso, Carlos J. Fernández Rodríguez, 2018-06-04 La crisis financiera de 2008 ha supuesto un auténtico terremoto en las instituciones económicas y las estructuras sociales contemporáneas Desde entonces el capitalismo ha mudado su piel para no ser reconocido Sus acciones impunes han acentuado la desigualdad social justificando las nuevas medidas económicas y su asimilación a través de discursos que defienden el individualismo la competencia generalizada la austeridad la hegemonía de lo privado y la financiarización De este modo los poderes mercantiles han conseguido cuestionar los cimientos de la democracia y han ajustado todas las instituciones políticas a sus propios intereses

En Poder y sacrificio Luis Enrique Alonso y Carlos J Fernández Rodríguez revisan y desenmascaran los discursos sociales presentes en el imaginario empresarial y económico actual que disfrazados de neutralidad y necesidad cumplen una misión ideológica fundamental para el neoliberalismo diluir la ciudadanía y dismantelar el Estado de bienestar construidos a lo largo del último siglo

Mundo ejecutivo, 2000 Marcelo Quiroga Santa Cruz: 1978-1980 Hugo Rodas Morales, 2010 **A Comunicación en Galicia 2002** Xosé López García, Consello da Cultura Galega. Sección de Comunicación, 2002 La sociología de los mercados internos de trabajo Roberto Herranz González, 2007

La sociología económica ocupó un lugar destacado entre grandes clásicos de la sociología como Weber y Durkheim Sin embargo desde su desaparición tras la 1ª Guerra Mundial hasta los años ochenta la sociología económica casi desaparece Tan sólo la sociología del trabajo y la sociología de las organizaciones mantienen vivo el interés de la sociología por el estudio de la economía En este estudio se pone de relieve este patrimonio de la sociología económica descubriendo su contribución implícita al conocimiento de los mercados internos de trabajo Asimismo se revelan las formas y las transformaciones de esta institución social que interesa tanto a la sociología económica como a la Economía laboral al enfoque evolucionista en economía y al campo de la gestión direccional y administrativa de la empresa

Informe España 2004 Centro de Estudios del Cambio Social, Fundación Encuentro, 2004 El estudio da cuenta de los cambios profundos y decisivos en la construcción de un país más avanzado más complejo marcado por nuevos retos y oportunidades

Bibliografía española, 2000-11 **Congreso a Cultura no século XXI**, 2001

Desarrollo endógeno en la región urbana de Jaén Juan Carlos Rodríguez Cohard, 2003

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