

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

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Nueva Clase Directiva Mundial Progreso Local En Una Economía Global:

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 teorías 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.

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. **Marcelo Quiroga**

Santa Cruz: 1978-1980 Hugo Rodas Morales, 2010 *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 dismantlar el Estado de bienestar construidos a lo largo del último siglo **Mundo ejecutivo**, 2000 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 administración 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 *Desarrollo endógeno en la región urbana de Jaén* Juan Carlos Rodríguez Cohard, 2003 **Congreso a Cultura no século XXI**, 2001 El nuevo orden económico mundial Daniel Lacalle, 2025 En su nuevo libro Daniel Lacalle analiza los cambios profundos que han acontecido en la economía global desde la pérdida de relevancia de la Unión Europea hasta la rivalidad entre China y Estados Unidos Con un enfoque claro y contundente el autor examina el impacto de las tecnologías disruptivas y la reacción de los gobiernos al intentar controlar la economía y la sociedad El nuevo orden económico mundial es una obra esencial para entender los retos actuales y el futuro de la economía global en un contexto de descontento y transformación acelerada Desglobalización Walden Bello, 2004-01-15 *Desarrollo e integración* Dejan Mihailovic, Alexis Toribio Dantas, 2007

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