

La Empresa Y Su Entorno

Joan Ramón Sanchis Palacio,Domingo Ribeiro Soriano

La Empresa y el Entorno Económico Francisco Esquivel Villegas,2017-03-15 El libro La empresa y el entorno económico, enfoque básico es dedicado a estudiar la relación que existe entre el comportamiento de la economía en su conjunto (lo que se denomina usualmente como macroeconomía) y el resultado de la empresa, en términos de pérdidas o ganancias (lo que pertenece al campo de estudio llamado microeconomía). Para el gerente, en su trabajo diario, tal relación no es extraña, ya que se manifiesta en los diversos aspectos de sus finanzas. Sin embargo, cuando se buscan explicaciones sencillas, en la literatura económica, por parte del analista de la gerencia o del estudiante que se acerca a estos temas por primera vez, se hace difícil encontrar materiales educativos apropiados para estudiar esta materia. En este contexto, luego de más de cuatro décadas enseñando a economistas y a no economistas, el autor ha preparado este libro sobre la empresa y su entorno económico, tratando de aportar materiales de estudio adecuados a la realidad del gerente que trabaja en el subdesarrollo. La base del análisis presentado en el libro es un modelo de simulación del resultado de la empresa integrado por factores de ingresos y de costos. El modelo de simulación está programado en una plantilla de cálculo que se encuentra disponible en el sitio de internet franciscoesquivel.com. Además, el análisis contiene una metodología para realizar estudios de caso de empresas específicas. Esta publicación forma parte de una serie de cuatro libros sobre la empresa y su entorno económico. Además del presente documento, existen dos libros más que profundizan la materia en cuestión: La empresa y el entorno económico, enfoque intermedio y La empresa y el entorno económico, enfoque avanzado. Se completa la serie con una publicación sobre prácticas, que se refieren a los ejercicios desarrollados en los libros básico e intermedio.

Creación y dirección de Pymes Joan Ramón Sanchis Palacio,Domingo Ribeiro Soriano,1999 Recoge: Constitución de la empresa; Plan de viabilidad de la empresa; Formas de desarrollo y estructuras de apoyo a la empresa; El management en la empresa; La dirección de los recursos humanos; El marketing en la empresa; La financiación de la empresa.

El entorno económico: elementos teóricos y metodológicos para su análisis Alberto Luis Zarur Ramos,2004

La empresa y su entorno Paul R. Lawrence,Jay W. Lorsch,José Miguel pról Ilundain Vila,Eva tr Sánchez,1987

Fundamentos de economía de la empresa: perspectiva funcional Carmen Berné Manero,Carmen Galve Górriz,2000-09 La empresa ; La sociedad anónima por acciones como modelo empresarial ; El proceso directivo ; Las decisiones en la empresa ;

Entorno y programación comercial ; Decisiones sobre el producto, distribución, comunicación, precio ; La actividad productiva de la empresa ; Aprovisionamiento e inventario de materiales ; Gestión de cobro a clientes ; Fuentes de financiación del circulante.

Gestión de empresas de comunicación Rosario de Mateo Pérez,Laura Bergés Saura,Marta Sabater Casals,2009-09

¿Qué diferencias hay entre gestionar una empresa editora de un diario o una empresa automovilística? ¿Hace la CNN el mismo análisis de su entorno macroeconómico e industrial que un fabricante de galletas? ¿Qué particularidades tiene el marketing de productos y servicios de comunicación? ¿Cómo afecta a la gestión empresarial el hecho de que los productos y servicios de comunicación se dirijan a un doble mercado, audiencias y anunciantes? Este libro trata de dar respuestas a las transformaciones de la industria de la comunicación, así como a los cambios ocurridos en las técnicas de gestión empresarial, que requieren un replanteamiento de la gestión de las empresas de comunicación. En Gestión de empresas de comunicación se abordan de forma integral las distintas actividades que se incluyen en dicha industria y las distintas funciones implicadas en la gestión empresarial. Por ello, este libro se plantea como una herramienta útil, tanto para los estudiosos y todos los interesados en el funcionamiento empresarial de la comunicación, como para las personas que vayan a emprender proyectos empresariales o estén desempeñando tareas de gestión en la industria de la comunicación.

Marketing estratégico para empresas de servicios Javier Maqueda Lafuente,José Ignacio Llaguno Musons,1995

INDICE: Concepto de calidad - breve historia. Visión macroeconómica del sectorservicios: la terciarización de las economías desarrolladas. Concepto microeconómico de servicio. La empresa de servicios: una organización específica. Las escuelas de organización y administración de empresas. La empresa de servicios percibida como un sistema. Modelos de management para la dirección de empresas de servicios. La calidad total como herramienta para la dirección y gestión de la empresa terciaria. La calidad del servicio como estrategia para la empresa terciaria. Implantación de la calidad de servicio en la empresa terciaria.Organización de las actividades comerciales. La elaboración del plan de marketing.

Marketing Gary Armstrong,Philip Kotler,2003 Written for courses in Principles of Marketing at four-year and two-year colleges, this shorter overview aims to help students master the basic principles and practices of modern marketing in an enjoyable and practical way. Its coverage balances upon three essential pillars - (1) theory and concepts; (2) practices and applications; and (3) pedagogy - cultivating an efficient, effective teaching and learning environment. This sixth edition provides revised content throughout, and reflects the major trends and forces that are impacting marketing in this new, connected millennium. It includes new thinking and expanded coverage on a wide variety of topics, for example: relationship marketing; connecting technologies; the company value chain; value-delivery networks; and global marketing.

El directivo impulsor de la innovación José I. Castresana,José Ignacio Castresana Ruiz Carrillo,Adolfo Blanco,1990

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Análisis macroeconómico para la empresa María Miranda,

El análisis estratégico Antonio Sáinz Fuertes,1993

Economía de la Empresa 2º Bachillerato Elisa Socas Hernández,2020-03-29 Libro de texto de Economía de la Empresa para 2º bachillerato

Decisiones estratégicas José María Mendoza Guerra,2021-02-02 En la actualidad el entorno de las empresas es cada vez más complicado y volátil, esta obra, dirigida a estudiantes de negocios y empresarios en ejercicio, presenta una visión integral acerca de la gerencia estratégica, herramienta fundamental para alcanzar el éxito. En esta obra se abordan temas como la evaluación de realidad externa de la empresa y su capacidad interna; la industria y los competidores; la configuración del modelo de negocio; la forma de gestión de la compañía, y el liderazgo y control estratégicos, entre otros. Además, la obra ofrece una visión general sobre la relación entre macro-administración y micro-administración, factor clave para lograr el desarrollo del pensamiento estratégico gerencial, y suministra técnicas, metodologías y herramientas para desarrollar posturas estratégicas, llevarlas a la práctica y hacerles seguimiento con el fin de alcanzar la eficacia empresarial. Esta obra tiene un largo período de incubación, que refleja la experiencia de más de 35 años del autor en la labor docente, investigativa, gerencial y de consultoría, se abordan temas como la evaluación de realidad externa de la empresa y su capacidad interna; la industria y los competidores; la configuración del modelo de negocio; la forma de gestión de la compañía, y el liderazgo y control estratégicos, entre otros.

La empresa Ramón Gisbert i Gelonch,2002-01-01 Este libro responde a una serie de preguntas básicas acerca de los que son y hacen las empresas. El enfoque es externo, puesto que en él no tienen cabida las diferentes funciones que se desarrollan en el seno de una empresa sino una panorámica, articulada en cuatro partes, sobre: qué es una empresa, su función en el sistema económico y el papel del empresario; la relación de la empresa con el entorno y sus responsabilidades sociales; la competencia entre empresas y las estrategias empleadas; y, finalmente, los tipos de empresas existentes y los diferentes criterios que podemos utilizar para su clasificación.

El entorno socio-económico en la decisión de la empresa transnacional Néstor Omar Cortazzo,1981

Turbulencia empresarial Hugo Alberto, Rivera-Rodríguez,2019-07-31 La literatura sobre estrategia indica que una empresa es mejor que otras porque enfrenta adecuadamente la turbulencia del entorno. ¿Pero qué es realmente la turbulencia en el campo empresarial?, ¿cómo se genera?, ¿cómo se mide? y ¿cómo se enfrenta? Estos interrogantes se desarrollan en este texto dirigido a todos los apasionados en el estudio y la gestión de las empresas. En él, se sintetizan los hallazgos de la investigación realizada en la escuela de administración de la Universidad del Rosario en el tema de la turbulencia desde la perspectiva de la estrategia, el liderazgo, la realidad empresarial y las finanzas. Esta obra tiene como propósito dar a conocer las diferentes visiones sobre la turbulencia y presentar alternativas para lograr gestionar esa

situación que puede provocar la muerte de las empresas.

MODELO ENTIDAD-RELACIÓN DEL NEGOCIO ALBERTO GONZÁLEZ CARRASCO,LUIS MÜLLER

HEIBERG,2017-08-25 Un enfoque entidad-relación de los negocios, un modelo estructurado, sistemático e intuitivo de las entidades, relaciones y datos clave de un negocio para innovar, emprender y dirigir. El Modelo Entidad-Relación del Negocio presentado en esta obra permite: - adquirir una visión lógica e interrelacionada de los elementos clave de los negocios y su aplicación en los procesos de innovación, emprendimiento y dirección de empresas - dar una nueva definición del concepto de negocio, representar todos los negocios de forma genérica, sus tipos específicos y cualquier negocio concreto - redefinir con mayor amplitud la innovación, generar ideas y aumentar la capacidad innovadora - abordar el emprendimiento con una visión integrada e interdependiente de los elementos clave del nuevo negocio - planificar, ejecutar y controlar la estrategia empresarial frente a los competidores en un sector de actividad económica - identificar el origen y comprender los aparentemente complejos, heterogéneos y abstractos conceptos utilizados en la gestión de empresas y generar nuevos datos clave o estratégicos de forma organizada y homogénea. El nuevo modelo se sustenta en la técnica Entidad-Relación, que permite la representación del mundo real mediante elementos denominados entidades y relaciones que ocurren entre ellos. Además se proponen nuevos conceptos, que denominamos supra-entidades, supra-relaciones y supra-atributos, para cubrir la diversidad de situaciones y perspectivas existentes en la realidad.

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 compite y lo 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.

Introducción al Turismo Perla Elizabeth Guerrero González,José Roberto Ramos Mendoza,2014-10-21 Introducción al Turismo aborda su estudio desde su origen y evolución, hasta su dinámica actual. Tratando sus antecedentes, orígenes, motivaciones, impulso, desarrollo y perspectivas, así como sus tendencias, destacando para su comprensión total, algunos temas que tienen que ver concretamente con México. Presenta un esquema en el que se aborda todo tipo de variables sociales, culturales, ambientales, económicas y políticas dentro de un contexto nacional e internacional con las tesis del tema más defendidas en los últimos 20 años; así como los términos de sus interdependencias e interrelaciones generales en la muy importante relación: Visitante-Destino turístico y también con proveedores y promotores-sociedad / entorno. Se explican los

tipos de empresas turísticas y su relación con el área de mercadotecnia, obteniendo una visión integral del fenómeno turístico a través de datos, perspectivas y tendencias con el fin de crear una mejor cultura, creatividad, comunicación y trabajo en grupo en el sector turístico.

APUNTES DE ECONOMIA 2º BACHILLERATO, Apuntes de Economia de la Empresa para los alumnos de 2º Bachillerato del IES Gabriel Garcia Marquez de Leganes.

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