

Libro Iniciativa Emprendedora Harvard Business Review

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HBR Guide to Office Politics - Karen Dillon 2014

Every organization has its share of political drama: Personalities clash. Agendas compete. Turf wars erupt. But you need to work productively with your colleagues—even the challenging ones—for the good of your organization and your career. How can you do that without compromising your integrity? By acknowledging that power dynamics and unwritten rules exist—and constructively navigating them. Whether you're a new professional or an experienced one, this guide will teach you how to: (1) Build relationships with difficult people, (2) gain allies and increase your sphere of influence, (3) wrangle resources, (4) move up without alienating your colleagues, (5) avoid power games and petty rivalries, and (6) claim credit when it's due.

¿Qué es y cómo gestionar el crowdfunding? -

Gallardo Gallardo, Eva 2016-08-20

¿Qué es H2PaC? El modelo H2PAC resuelve propuestas clave a partir de ACTIVIDADES. Esta forma de aprendizaje parte de un RETO: la actividad que deberás resolver. Para ello te facilitamos un contenido teórico, EL CONOCIMIENTO IMPRESCINDIBLE, que te ayudará a entender los conceptos esenciales para poder afrontar el desafío planteado inicialmente. Además del contenido teórico, el modelo también te facilita LAS SOLUCIONES, una propuesta de resolución del reto expuesto.

Con este libro obtendrás las claves para entender el concepto de crowdfunding. Algunas de las preguntas a las que podrás dar respuesta tras la lectura de este libro son: ¿Qué se entiende por crowdfunding? ¿Y por gobierno corporativo? ¿Cómo el crowdfunding puede afectar al gobierno corporativo? ¿Se puede utilizar el crowdfunding en todo tipo de organización?

Agile: The Insights You Need from Harvard Business Review - Harvard Business Review

2020-04-21

More than a buzzword, agile is a powerful business tool for all. To the uninitiated, agile is a software development and project management process involving white boards, colored Post-it Notes, and stand-up meetings. It may seem as though agile doesn't and won't ever apply to you. But agile is here to stay, and its benefits can be realized beyond IT and project management into other areas of your business. If you're a leader, it's worth exploring how your group can benefit from the higher productivity and morale agile brings. Agile: The Insights You Need from Harvard Business Review brings you today's most essential thinking on agile, from exploring the conditions under which agile is most effective and easiest to implement to reducing new-product development risk to bringing the most valuable products and features to market faster and more predictably.

The lessons in this book will help you introduce agile into a broader range of activities and accelerate profitable growth for your company. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.

Negocio Electrónico - Rosana DE PABLO REDONDO 2009-03-10

El libro "Negocio Electrónico" trata fundamentalmente de la aplicación de las Nuevas Tecnologías de la Información, especialmente de Internet, y las Comunicaciones a la gestión empresarial y más en concreto a su aplicación en el negocio electrónico.

Handbook of Research on Family Business - Panikkos Poutziouris 2013-01-01

'This is a very business-like book in its approach. It has an impressive global reach in its authorship, focal areas and use of evidence; it hits all the major practical challenges of family firms in a spirit that is fresh and current; and it deals with the cutting-edge themes and issues that are uppermost in the minds of owners, executives, advisors and researchers in the field.' - Nigel Nicholson, London Business School, author, *Managing the Human Animal*, *Family Wars* and *The 'I' of Leadership* Acclaim for the first edition: 'The authors have taken a lot of pain in putting this handbook together. As the name indicates, this is an excellent handbook for researchers.' - *Global Business Review* 'The Handbook of Research on Family Business has collected and synthesized a broad variety of topics by notable researchers who share a common dedication to family business research. This Handbook provides a comprehensive treatment that advances the frontiers of

knowledge in family business, provoking valuable thoughts and discussion. The Handbook will serve as both an authoritative and comprehensive reference work for researchers investigating family enterprises.' - A. Bakr Ibrahim, Concordia University, Montreal, Canada 'Although family business research is a young discipline it is both necessary and important. For the wellbeing and future development of our society the survival of prosperous and passionate family business entrepreneurs is indispensable. In order to help the families in business to better understand how to succeed with their enterprises we need qualified and updated research. This book is the answer!' - Hans-Jacob Bonnier, Bonnier Business Press Group, Sweden and 6th Generation Chairman of the Family Business Network - International 'This Handbook is a unique compilation of the most important and the best recent family business research. The field has grown so rapidly that this effort will be a mark for the research to follow. The Handbook of Research on Family Business will be the reference for scholars in family business for many years to come. It will also stimulate new ideas in research.' - John L. Ward, IMD, Switzerland and Northwestern University, US During the previous decade, the multi-disciplinary field of family business has advanced significantly in terms of advances in theory, development of sophisticated empirical instruments, systematic measurement of family business activity, use of alternative research methodologies and deployment of robust tools of analysis. This second edition of the Handbook of Research on Family Business presents important research and conceptual developments across a broad range of topics. The contributors - notable researchers in the field - explore the frontiers of knowledge in family business entrepreneurship and stimulate critical thinking, enriching the repository of theoretical frameworks and methodologies. The Handbook takes a systematic and rigorous approach by providing in-depth insights into the dynamics of family business, its context and the significant role of stakeholders. Ultimately, this scholarly compendium of extant family business papers is an invaluable resource for researchers, educators, family business consultants, family

business owner-managers and students.

Strategic Decisions - Marcel Planellas

2019-09-19

For anyone faced with the challenge of making strategic decisions, this book will show readers how to choose the strategic models best suited to their needs.

Fundamentos en la dirección de la empresa familiar. Emprendedor, empresa y familia -

BASCO, RODRIGO 2007-01-01

Desarrolla un marco de estudio para la Dirección de la Empresa Familiar. Se analizan los elementos característicos y sus diferentes manifestaciones que dan lugar a comportamientos específicos que originan una forma peculiar de gestión y gobierno en este tipo de empresas. Los aspectos económicos y familiares se integran para generar una base de competencias que representa la existencia de un Management Familiar. Así pues, el texto pretende sensibilizar al lector en el conocimiento de las manifestaciones de la relación empresa-familia y sus consecuencias para el proyecto empresarial. El centro del análisis reconoce en las personas el activo intangible que genera la visión última de la empresa.

Family Values and Value Creation - J. Tàpies

2008-05-29

In celebration of IESE's 50 years of bridging the gap between theory and practice, this essential compilation brings together today's top researchers to tackle the real-life issues that family business owners face on a daily basis, shedding new light on the values that shape these special types of companies.

What Is Marketing? - Harvard Business Review

2006-10-01

Sometimes you need more than a one-sentence answer. While the term marketing generally refers to what a company does to create value for customers, practicing marketers know they have a major role in setting their company's strategic direction. Successful marketing requires a deep knowledge of customers, competitors, and collaborators—and great skill in serving customers profitably. The book provides the foundation for developing those skills and insights. It's organized according to the design of the first-year marketing course in Harvard Business School's MBA program. Each

chapter was written by HBS faculty and used by MBA students to analyze marketing opportunities and develop and execute successful marketing strategies. Areas covered include: Consumer behavior Business-to-business markets The four P's-product, placement, promotion and price Market segmentation, target market selection, and positioning Unique value propositions The design of new products and services Product line extensions and repositioning of exciting businesses Brand valuation and brand equity Fulfillment and after-sale service Direct, retail, and wholesale distribution channels and networks Marketing communications and promotions Advertising, public relations, and choice of media Pricing for profitability Personal selling and sales management Customer relationship management and customer privacy Customer acquisition, retention, and dismissal Basic math for making marketing decisions Timeless yet timely, this book provides valuable background information for understanding and interpreting business and competition from a marketing point of view. That makes it useful in both formal and informal educational settings, including on-the-job training. Simply put, it's required reading for marketing students and a must-have recourse for marketing professionals.

Cómo crear y hacer funcionar una empresa - Ma Ángeles Gil Estallo 2010-03-10

Este texto intenta dar muchas respuestas, pero también plantea preguntas como: • ¿Sobreviven más las empresas cuyos fundadores han sido visionarios, las que han sido creadas a través de un plan o las que se han desarrollado por el trabajo del día a día? • ¿Lo más difícil cuando creamos una empresa es tener una buena idea, saber gestionarla o tomar decisiones respecto a su progreso? • ¿Puede ser viable cualquier idea que pretendamos desarrollar? • ¿Cuándo presenta nuestro proyecto su madurez? Hoy la creación de empresas es un objetivo para muchas personas. Y, es fácil, podemos crearla tras varios clics, puede crecer y mantenerse tras otros tantos clics, y lo que habíamos aprendido con esfuerzo anteriores generaciones ahora parece devenir inútil e innecesario; pero el conocimiento es importante y lo es en tanto que nos ha de ayudar a iniciarnos en lo ya sabido, a mejorar nuestras organizaciones y a llevarlas al

mayor de los éxitos. Crear una empresa supone tener aptitudes, habilidades, capacidades y actitudes que vamos desarrollando a lo largo de nuestros días y que sorprendentemente nos llevan a ser nuestro propio jefe - jefa. La tarea es ardua pero con muchas recompensas.

Necesitamos conocer cómo se gestiona una empresa -promover la creatividad, decidir, planificar, organizar, estudiar su viabilidad, trabajar la información, comunicar, dirigir y supervisar- y a todo ello dedicamos la primera parte de este libro. La segunda, a la puesta en marcha y funcionamiento de las decisiones estructurales, a solucionar preguntas acerca de nuestro nombre, forma jurídica, inversión, financiación, dimensión, crecimiento y localización-, y a las decisiones funcionales como aprovisionarnos, seleccionar a nuestro personal, decidir cómo producir y sus correspondientes costes, y cómo vender. El objetivo de este libro, Como crear y hacer funcionar una empresa, es plantear metodológicamente, todas las variables fundamentales para crear, poner en marcha y para que sobreviva una empresa. Autores: Ma Angeles Gil Estallo, profesora titular de la Universidad Pompeu Fabra, posee amplia experiencia en la creación y dirección de organizaciones públicas, privadas, grupos de docencia e investigación. Fernando Giner de la Fuente, doctor y profesor en la Universidad de Alcalá de Henares, labor que compagina con la consultoría. Índice: Introducción a la administración de empresas. Creatividad e innovación. Las decisiones empresariales. Viabilidad de la empresa. Los sistemas de información. La planificación. La estructura. La dirección. El control. Elección del nombre y forma jurídica. Decisiones de inversión. Decisiones financieras. Decisiones de dimensión y crecimiento. Decisiones de localización...

Cómo crear y hacer funcionar una empresa - M^a de los Angeles Gil Estallo 2013-11-15

Cuando se crea una empresa hay muchas inquietudes que se aproximan a nuestra mente: ¿La idea es viable? ¿Quiénes serán mis clientes? ¿Cuánto comprarán? ¿Qué precio he de poner a mis productos y/o servicios? ¿Qué costes? ¿Qué inversión? ¿Dónde? ¿Cuándo generaré ingresos suficientes para cubrir los costes? ¿Seré el líder? ¿Crearé la empresa yo solo? ¿Qué identidad le damos? ¿Qué forma jurídica? ¿Qué decisiones he

de tomar? ¿Sobre qué?... todo está en tu mente, pero sobre todos estos aspectos has de tener un criterio, un conocimiento. En este libro encontrarás respuestas. Hoy la creación de empresas es un objetivo para muchas personas. Y, es fácil, podemos crearla tras varios clics, puede crecer y mantenerse tras otros tantos clics, y lo que habíamos aprendido con esfuerzo anteriores generaciones ahora parece devenir inútil e innecesario; pero el conocimiento es importante y lo es en tanto que nos ha de ayudar a iniciarnos en lo ya sabido, a mejorar nuestras organizaciones y a llevarlas al mayor de los éxitos. Crear una empresa supone tener aptitudes, habilidades, capacidades y actitudes que vamos desarrollando a lo largo de nuestros días y que sorprendentemente nos llevan a ser nuestro propio jefe - jefa. La tarea es ardua pero con muchas recompensas. Necesitamos conocer cómo se gestiona una empresa -promover la creatividad, decidir, planificar, organizar, estudiar su viabilidad, trabajar la información, comunicar, dirigir y supervisar- y a todo ello dedicamos la primera parte de este libro. La segunda, a la puesta en marcha y funcionamiento de las decisiones estructurales, a solucionar preguntas acerca de nuestro nombre, forma jurídica, inversión, financiación, dimensión, crecimiento y localización-, y a las decisiones funcionales como aprovisionarnos, seleccionar a nuestro personal, decidir cómo producir y sus correspondientes costes, y cómo vender. El objetivo de este libro, Como crear y hacer funcionar una empresa, es plantear metodológicamente, todas las variables fundamentales para crear, poner en marcha y para que sobreviva una empresa. Índice: Introducción a la administración de empresas. Parte I: Creatividad e innovación. Las decisiones empresariales. Viabilidad de la empresa. Los sistemas de información. La planificación. La estructura. La dirección. El control. Parte II: Decisiones estructurales y sectoriales: Elección del nombre y forma jurídica. Decisiones de inversión. Decisiones financieras. Decisiones de dimensión y crecimiento. Decisiones de localización. Decisiones de aprovisionamiento.- Decisiones de personal.- Decisiones de producción y su valoración económica: los costes.- Decisiones comerciales.- Anexos. Bibliografía.

When Your Strategy Stalls - 2005

What good is flawless execution, if it's only taking you more rapidly down the wrong strategic path? Deciding the best way forward to serve the mission and profit goals of the company is the essence of strategy, and it's the problem facing every character in this collection of Harvard Business Review case studies.

Social Innovation and Social Entrepreneurship - Luis Portales 2019-04-23

Social entrepreneurship and social innovation both seek to improve the world through social change. Whereas social entrepreneurship revolves around the business side of change, social innovation focuses on the processes through which that change is generated. This textbook provides a comprehensive analysis of both topics, covering all the characteristics and elements of social innovation and social entrepreneurship, from a conceptual and practical perspective. The book has four sections: 1) Basics and concepts of Social Innovation and Social Entrepreneurship; 2) Business models and generation of value in social enterprises; 3) Social innovation within traditional companies, and 4) Definition and alignment of the impact of social innovation and entrepreneurship. Students and any practitioners that want to know about social innovation or social entrepreneurship will be exposed to contemporary topics in the field as well as a variety of cases and tools for its development. With its learning objectives, reflective questions, the definition of key concepts, and exercises, this book is the definitive text for advanced undergraduate and graduate courses in social innovation and social entrepreneurship.

The 10% Entrepreneur - Patrick J. McGinnis 2016-04-12

Choosing between the stability of a traditional career and the upside of entrepreneurship? Why not have both? Becoming a full-time entrepreneur can look glamorous from the outside. Who doesn't want to chase their dreams, be their own boss, and do what they love? But the truth is that entrepreneurship is often a slog, with no regular hours, no job security, and very little pay. What if there was a way to have the stability of a day job with the excitement of a startup? All of the benefits of

entrepreneurship with none of the pitfalls? In *The 10% Entrepreneur*, Patrick McGinnis shows you how, by investing just 10% of your time and resources, you can become an entrepreneur without losing a steady paycheck. McGinnis details a step-by-step plan that takes you from identifying your first entrepreneurial project to figuring out the smartest way to commit resources to it. He shows you how to select and engage in projects that will provide you with upside outside the office while making your better at your day job. He also profiles real-world 10% Entrepreneurs such as... •Luke Holden, a cash-strapped recent college graduate, who started his own lobster-roll empire and oversaw much of its first year of operations, all while working full time in corporate America •Dipali Patwa, a designer and mom whose side project designing and selling infant clothing is now a sensation. •A group of friends who met at a 6am Bible study class and went on to start a brewery that now generates millions in sales . A successful 10% Entrepreneur himself, McGinnis explains the multiple paths you can follow to invest your cash, time, and expertise in a start-up—including as a founder, angel, adviser, or aficionado. Most importantly, you don't have to have millions in disposable income to become a 10% Entrepreneur. When you put McGinnis's 10% principles into action, you'll quickly start racking up small wins, then watch as they snowball into your new (and far more entrepreneurial) life.

¿Somos malas madres? - Marta Grañó Calvete 2019-10-18

Desde que nacieron mis hijos, he vivido muchos años con el remordimiento de ser una mala madre. Pensando en mis hijos cuando estaba en el trabajo y pensando en el trabajo cuando estaba con mis hijos. Sintiéndome siempre culpable. Sin embargo, existen numerosos estudios científicos que demuestran el impacto positivo que tienen las madres trabajadoras sobre sus hijos. Y me gustaría que lo conocieran todas las madres que se sienten como me sentía yo cuando empecé a compatibilizar maternidad y trabajo. Descubre todo que le aportas a tu hij@. Trabajar fuera de casa, tiene un impacto muy positivo dentro.

50 reflexiones sobre estrategia - Diego Torres 2021-09-20

El campo del management es rico en nuevas ideas. O al menos en nuevas variantes interesantes de viejas ideas. Este libro se dirige al directivo, al profesional y al emprendedor que quiere mantenerse bien informado, que quiere saber cómo está cambiando la ciencia que rige su profesión. Por circunstancias de la vida del autor, en los últimos tiempos ha tenido tiempo de leer muchos libros y artículos recientemente publicados. Ahora ha decidido seleccionar las cincuenta mejores de esas lecturas y presentarlas de forma sintética al lector. Algunas introducen ideas novedosas, mientras que otras nos ofrecen perspectivas frescas de conceptos fundamentales de estrategia. 50 reflexiones sobre estrategia está dividido en tres partes pensadas para ayudar a quien busca esa nueva idea, esa inspiración que pueda proporcionar a su empresa una nueva ventaja competitiva. La primera parte se centra en lecturas e investigaciones que tienen que ver, prioritariamente, con el análisis del entorno estratégico. En la segunda, se analizan contribuciones recientes sobre los procesos de formulación de la estrategia. Y en la tercera, se revisan los temas vinculados a la implementación y puesta en práctica de la estrategia. Algunos temas se ilustran a través del análisis de casos empresariales concretos o de determinados sectores económicos.

Running Virtual Meetings (HBR 20-Minute Manager Series) - Harvard Business Review 2016-07-12

From crackly conference lines to pixelated video, virtual meetings can be problematic. But you can host a productive conversation in which everyone participates. Running Virtual Meetings takes you through the basics of: Selecting the right virtual venue Giving participants the information and support they need to connect and contribute Establishing and enforcing a common meeting etiquette Following up from afar Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives-- from the most trusted source in business. Also

available as an ebook.

Gestión de cambio - Rodolfo E. Biasca 2005
Rodolfo Eduardo Biasca es un prestigioso especialista en temas de management. Revistas especializadas lo han calificado como uno de los "garúes" argentinos. Es el autor iberoamericano que más ha escrito sobre temas de transformación empresarial (13 libros). Estudió en Argentina, Estados Unidos, Europa y Japón y trabajó en 24 países. Ha tenido una intensa vida profesional: ha sido gerente y consultor en más de 120 organizaciones, enseñado en más de 60 universidades y dirigido sociedades profesionales. Se lo ha distinguido con numerosos premios. Desde el año 2003 reside en Estados Unidos y enseña en universidades de ese país y América latina. Vea más información sobre el autor en las páginas finales del libro. "Gestión de Cambio" es -ORIGINAL Desarrolla los nuevos enfoques e ideas sobre la transformación. La Fórmula Biasca se ha enriquecido y mejorado. -PRACTICO La metodología que se describe es aplicable a diferentes tipos de empresa. La inclusión de ejemplos, casos y anécdotas de empresas de diferentes partes del mundo y las figuras (tablas, gráficos y esquemas), ilustran de manera acertada los conceptos y le dan a la lectura agilidad y atractivo. -DOCUMENTADO Se condensa la información de diferentes fuentes como libros, artículos, investigaciones y software. Resume opiniones de especialistas, gerentes, empresarios, consultores y organismos internacionales. Lista direcciones en Internet de interés para empresarios y gerentes. Describe las enseñanzas recogidas en cursos y programas para ejecutivos en centros de excelencia de EE.UU. y Europa. -INTERNACIONAL Posee ejemplos de casos de empresas de países iberoamericanos y de EE.UU., así como también de países de Europa, Asia, Oceanía y África. Se ha puesto especial énfasis en la influencia de las diferencias culturales en la transformación empresarial. -DIDACTICO Posee un diseño que colabora para el logro de los objetivos propuestos para cada capítulo y para la adquisición de las ideas centrales. Pretende que el lector ponga en marcha sus estrategias cognitivas superiores como analizar, resolver problemas, tomar decisiones con información incompleta y también se propicia la búsqueda de

información en entornos virtuales. En un lenguaje accesible se explican temas complejos y profundos. LAS MAYORES FORTALEZAS DEL e-LIBRO SON: -EL ENFOQUE INTEGRAL No hay en idioma español ni en inglés una obra que trate todos los aspectos de transformación empresarial en forma completa. Los cursos de postgrado en universidades usualmente tienen que recurrir a varios libros para tratar el tema. - LA CLARIDAD CONCEPTUAL Y LA GUIA PRACTICA DE RESOLUCIÓN Explica la confusión semántica e intelectual de los intentos de cambio empresarial y proporciona una guía para resolver los temas. Paso a paso se describe qué hacer y cómo hacerlo. -LOS EJEMPLOS Y CASOS Los ejemplos y anécdotas abundan. Hay casos reales, experiencias del autor. Algunos de ellos descritos con mucho detalle. Los capítulos tienen, al menos un caso integrador con preguntas para la reflexión. -LA PROFUSA ILUSTRACIÓN El relato es complementado con figuras (tablas, gráficos, esquemas). EL e-LIBRO TIENE UN APENDICE EN INTERNET! <http://www.biasca.com>

El libro tiene por complemento un apéndice en Internet, de uso opcional y gratuito. Se actualiza periódicamente. Es una guía de estudio con preguntas, ejercicios, casos e información que permite una actualización permanente. Tiene novedades, vínculos en Internet, videos, conferencias, reportajes. Incluye los nuevos artículos del autor y la posibilidad de conectarse con él por correo electrónico. El lector puede participar en el foro. *Influence and Persuasion (HBR Emotional Intelligence Series)* - Harvard Business Review 2017-11-14

Changing hearts is an important part of changing minds. Research shows that appealing to human emotion can help you make your case and build your authority as a leader. This book highlights that research and shows you how to act on it, presenting both comprehensive frameworks for developing influence and small, simple tactics you can use to convince others every day. This volume includes the work of: Nick Morgan Robert Cialdini Linda A. Hill Nancy Duarte This collection of articles includes "Understand the Four Components of Influence," by Nick Morgan; "Harnessing the Science of Persuasion," by Robert Cialdini; "Three Things Managers Should Be Doing Every Day," by Linda

A. Hill and Kent Lineback; "Learning Charisma," by John Antonakis, Marika Fenley, and Sue Liechti; "To Win People Over, Speak to Their Wants and Needs," by Nancy Duarte; "Storytelling That Moves People," an interview with Robert McKee by Bronwyn Fryer; "The Surprising Persuasiveness of a Sticky Note," by Kevin Hogan; and "When to Sell with Facts and Figures, and When to Appeal to Emotions," by Michael D. Harris. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

[Expansión](#) - 2007-12

Lean Startup - Susana Jurado Apruzzese 2021-02-25

Con un entorno que cambia a un ritmo cada vez más acelerado, el nivel de incertidumbre que rodea tanto a las empresas ya establecidas como a las de nueva creación es muy elevado. Sin embargo, la revolución digital ha provocado el afloramiento de oportunidades para la creación de productos o servicios basados en nuevos modelos de negocio. La solución a la que recurren es la innovación. Pero, ¿cómo es posible crear nuevos modelos de negocio en este contexto? La metodología Lean Startup que, en palabras de su creador Eric Ries, permite crear el producto que el cliente necesita y por el que está dispuesto a pagar, usando la cantidad mínima de recursos, ofrece un marco que posibilita la gestión de la incertidumbre y la validación de una idea de negocio minimizando el riesgo y los recursos invertidos, convirtiéndose en una mentalidad, en una filosofía. Esta obra es una guía de la metodología Lean Startup, fruto de años de experiencias compartidas, donde se cubren tanto los aspectos básicos de la misma como los elementos clave a tener en cuenta en su aplicación práctica y que tiene como finalidad: * Ayudar a los

emprendedores a lanzar sus ideas de negocio, validando la viabilidad de su modelo antes de dar el salto hacia la creación de una empresa. * Fomentar la innovación corporativa a través del talento intraempresarial, cuya vocación es impulsar y transformar sus empresas. * Ofrecer una guía para aquellos formadores que transmiten sus conocimientos y experiencia a quienes están interesados en aprender y desarrollar las prácticas del emprendimiento en el medio universitario, en aceleradoras de empresa, en parques tecnológico, en labs, en centros de emprendimiento gubernamentales y cualquier otro tipo de iniciativa emprendedora.

Delegating Work - Harvard Business Review 2014

You know you need to delegate some of your work so that you have time to focus on the things that require your expertise. But it's not easy to do. *Delegating Work* quickly walks you through the fundamentals of: ? Establishing a productive environment ? Assigning the right work to the right people ? Conducting an effective hand-off meeting ? Monitoring without micromanaging About HBR's 20-Minute Manager Series: Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives?from the most trusted source in business. Also available as an ebook.

The Harvard Business Review

Entrepreneur's Handbook - Harvard Business Review 2018-01-23

The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first

loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman Time-honed best practices Stories of real companies, from Airbnb to eBay You'll learn: Which skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions--before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

Entrepreneurial Finance - Luisa Alemany 2018-09-27

Timely, practical, comprehensive manual for financing entrepreneurial ventures, with a strong European perspective.

Estrategias en tiempos de turbulencia - Michael Penfold-Becerra 2009

Blitzscaling - Reid Hoffman 2018-10-09

Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the

secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion -as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

Conscious Capitalism Field Guide - Raj Sisodia
2018-03-20

Build conscious leadership into your business. You subscribe to the basic idea that business can do more than make money, but you're not sure how to act on that conviction or how to share it with the rest of your organization. The Conscious Capitalism Field Guide--the authoritative follow-up to the bestselling book *Conscious Capitalism*, by John Mackey, CEO of Whole Foods Market, and leadership expert Raj Sisodia--gives you the tools for sharing and implementing the principles of higher purpose and conscious business throughout your organization. This practical guide provides hands-on materials--the same tools used in companies such as Whole Foods Market, Southwest Airlines, Life is Good, The Container Store, Barry-Wehmiller, Zappos, and many others--that you can use on your own, with your team, or with others throughout your organization to build conscious leadership and

practices into your business. Organized according to the four core principles (higher purpose, stakeholder orientation, conscious leadership, and conscious culture) of Conscious Capitalism, the book provides exercises, worksheets, checklists, and instructions--for use both individually and with teams--as well as advice, examples, and real-life stories to help you apply these ideas and make them come alive in your organization. You and your team will: write a purpose statement learn how to create win-win-win relationships with all your stakeholders create a "culture playbook" for your company develop a leadership checklist for your organization build a personal leadership development plan set priorities for the coming year and beyond

Entrepreneurship and Business - Miguel-Angel Galindo 2008-10-25

Miguel-Ángel Galindo Martín, Joaquín Guzman Cuevas and Domingo Ribeiro Soriano University of Castilla-La Mancha, Albacete, Spain University of Sevilla, Sevilla, Spain University of Valencia, Valencia, Spain The economic growth and the progress of the nations have been two issues that have worried to the economists during centuries. The classical economic books have developed different theories and considered several factors that could explain those processes. Unfortunately, a single answer has not been obtained and nowadays economists try also to achieve a response to the mechanism of economic growth. Economic growth has been considered as one of the most relevant economic policy. As it is well known, the validity of an economic policy is measured in terms of economic growth rate. It is supposed that those countries that obtain a higher economic growth rate are designing more efficient economic policies than those that show lower rates. The main corollary to this hypothesis is that the developing countries must follow and copy the economic policies designed by the developed countries.

[Creating Business Plans \(HBR 20-Minute Manager Series\)](#) - Harvard Business Review
2014-05-06

A well-crafted business plan generates enthusiasm for your idea and boosts your odds of success--whether you're proposing a new initiative within your organization or starting an

entirely new company. Creating Business Plans quickly walks you through the basics. You'll learn to: Present your idea clearly Develop sound financial plans Project risks--and rewards Anticipate and address your audience's concerns Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.

Propósito, sentido y pasión - Harvard Business Review 2019-10-24

En un mundo ideal, nuestra vida laboral sería completamente satisfactoria y motivadora. ¿Pero qué pasa si estás comprometido en un empleo cuando tu corazón ya no lo está? ¿O qué ocurre si la misión de tu empresa parece no estar en sintonía con el trabajo que tú realizas?. Este libro te enseñará encontrar un sentido a tu trabajo, aunque este sea aburrido. Qué debe hacerse cuando se pierde la pasión por lo que uno hace. A tener la capacidad de crear uno mismo su propio propósito y cómo dar sentido a un trabajo que no es tu vocación. Dirigido a un amplio abanico de público, desde lectores interesados en temas de inteligencia emocional, motivación y desarrollo personal, hasta ejecutivos, directivos y responsables de recursos humanos, psicólogos sociales y organizacionales y emprendedores, este volumen incluye el trabajo de investigadores de la talla de Morten T. Hansen, Teresa M. Amabile, Scott A. Snook y Nick Craig.

HBR Guide to Setting Your Strategy - Harvard Business Review 2020-08-11

Set your company up for long-term success. Every company needs a strategy. A focused strategy aligns decision making throughout the organization and helps establish a competitive edge in the marketplace. But with so many options to consider, how do you define a unique strategy that will ensure growth? Whether you're starting a business from scratch or leading an existing company facing new threats, this book offers the direction you need. The HBR Guide to Setting Your Strategy provides

practical tips and advice that break down the process of crafting strategy so you can identify the areas your company should build on to help it thrive long into the future. You'll learn to: Understand what strategy is—and what it isn't Define where you'll play and how you'll win Conduct more-effective strategic discussions with your team Test your strategy before you implement it Communicate your strategy to key stakeholders Ensure your strategy is flexible and adaptable Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Innovative Teams (HBR 20-Minute Manager Series) - Harvard Business Review 2015-04-07

Don't leave creativity up to the "creatives" in your organization. Fostering creativity within your team can help your organization solve problems, create innovative products, break out into a new market, and even communicate and collaborate more effectively. Innovative Teams shows you how to: Create the right environment for inventive thinking Build a diverse team Generate a wide array of new ideas Manage disagreements Make sure your ideas actually get implemented Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.

Running Meetings (HBR 20-Minute Manager Series) - Harvard Business Review 2014-05-06

Whether you're new to running meetings or a seasoned executive with no time to waste, leading effective (and even pleasant!) meetings is a must. Running Meetings guides you through the basics of: Crafting a useful agenda Inviting the right team members Making sure everyone's voice is heard while avoiding conflict Capturing decisions, ideas, and follow-up tasks Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute

Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.

Bibliografía española - 2002

La gestión de lo público: debates y dilemas -

Clemente Forero Pineda 2014-01-01

Los debates y dilemas de la gestión de lo público son el objeto de este libro. Con enfoques disciplinarios diversos, sus autores analizan políticas y formas de gestión de lo público en distintos sectores de la vida colombiana, presentan argumentos y defienden propuestas. El consenso que sirve de punto de partida a las reflexiones incluidas en este volumen es la distinción entre el aspecto público y el estatal. Según los autores, la gestión de lo público va más allá del campo de acción donde operan el Estado y sus agencias. Los dilemas y debates sobre lo público que se plantean en los capítulos de este libro son diversos: ¿Promover la difusión del conocimiento y las tecnologías o aumentar los incentivos a quienes generan nuevo conocimiento? ¿Concebir la cultura como un derecho o como un recurso? ¿Cómo estructurar el sistema de educación superior? ¿Se justifica considerar el valor social además del valor económico de un emprendimiento? ¿De qué le sirve a una empresa asumir políticas éticas? Los capítulos finales se centran en el aspecto ambiental, un espacio crucial del debate contemporáneo sobre el ámbito público. En ellos se abordan la complejidad de los sistemas ambientales, los dilemas que surgen de la tensión entre el desarrollo y la protección del ambiente, el papel de los esquemas de propiedad colectiva en la protección de este y el valor económico de la producción limpia.

HBR Guide to Managing Strategic Initiatives -

Harvard Business Review 2020-02-11

This big initiative could make or break this fiscal year--or your career. Managing a successful strategic initiative may be the key to transforming your company--and propelling your career forward. Yet running a cross-functional team on a high-profile project can present a

multitude of challenges and risks, causing even the most experienced manager to struggle. The HBR Guide to Managing Strategic Initiatives provides practical tips and advice to help you manage all the stages of an initiative's life cycle, from buy-in to launch to scaling up. You'll learn how to: Win--and keep--support for your new initiative Move rapidly from approval to implementation Assemble transformative, high-performing initiative teams Maintain the confidence of sponsors and stakeholders Stay on schedule and within budget Avoid initiative overload by killing projects that aren't meeting business needs Keep multiple initiatives in strategic alignment Arm yourself with the advice you need to succeed on the job, from a source you trust. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Cómo crear y hacer funcionar una empresa -

María de los Angeles Gil Estallo 2007-10

Configuración de la empresa; Las decisiones empresariales; Viabilidad de la empresa; Los sistemas de información de la empresa; La planificación en la empresa; Estructura, dirección y control de la empresa; Decisiones estructurales y sectoriales; Decisiones funcionales.

Resource Redeployment and Corporate Strategy -

Timothy Folta 2016-09-06

This volume examines the differences between resource sharing and resource redeployment, and the subsequent effects on firm value creation and industry evolution.

The Future of Leadership Development - J. Canals 2010-12-16

The current financial crisis highlights the need to rethink business leadership and the role of business schools in helping firms develop the leaders of the future. This book brings together the perspectives of deans of top international business schools, and the views of CEOs and senior business leaders.

7 hábitos de mindfulness para el éxito personal y profesional -

Javier Carril Obiols 2018-03-21

¿Qué es mindfulness? ¿Tiene algún soporte científico? ¿Qué beneficios puede obtener con él cualquier persona? Y sobre todo, ¿qué hay que hacer, cómo se practica y cómo se integra en la vida y en el trabajo? Estas son cuestiones que

este libro resuelve de manera ágil y práctica, combinando ejercicios y herramientas con una sólida explicación de los fundamentos teóricos y científicos del mindfulness. Todo ello a través de

7 hábitos del mindfulness, una estructura que te ayudará a generar los hábitos positivos necesarios para aumentar tu felicidad vital y tu rendimiento profesional.