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DIRECCIÓN ESTRATÉGICA

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**Revisión Técnica y coordinación de casos de estudio
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Dirección Estratégica Johnson :

Dirección estratégica Gerry Johnson, Kevan Scholes, Richard Whittington, 2006 Dirección estratégica es un manual que parte de la práctica de la dirección estratégica tal y como la entienden los investigadores y profesionales de este campo

Dirección estratégica Miguel Arjona Torres, 1999-04-02 *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 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 de organizaciones turísticas** Cristóbal Casanueva Rocha, María Ángeles Gallego Águeda, 2012-06-12 La estrategia se ocupa de las grandes decisiones de las organizaciones de aquellas acciones directivas que buscan que las empresas tengan éxito en su entorno Por ello en la estrategia es la base de la actividad de gobierno y pilotaje de las organizaciones La dirección estratégica es un campo de conocimiento relativamente novedoso y debido a ello las aplicaciones al ámbito turístico son bastante escasas y limitadas Este libro busca precisamente la aplicación de los conceptos estratégicos a la gestión estratégica de las organizaciones turísticas De esta forma se completa el trabajo emprendido con otras dos obras publicadas en esta editorial Empresas y organizaciones turísticas y Dirección y organización de empresas turísticas Los tres libros proponen al lector la aplicación específica de los desarrollos del campo de la organización de empresas a la actividad turística En esta obra el lector encontrará los conceptos básicos de la dirección estratégica una reflexión sobre cómo aplicarlos al ámbito específico de las empresas y organizaciones turísticas un amplio recorrido por el análisis estratégico interno y externo y por último una presentación de las opciones estratégicas más importantes entre las que las organizaciones turísticas pueden elegir Dentro de la temática tratada se encuentran aspectos tan destacados como el análisis sectorial la segmentación los grupos estratégicos el análisis de stakeholders el análisis de recursos y capacidades el benchmarking la cadena de valor los factores de coste y diferenciación las matrices de cartera las estrategias en sectores emergentes maduros fragmentados y en declive la integración vertical la diversificación etc Se ha prestado especial atención a dos temas candentes en la empresa turística española la internacionalización y la formación y gestión de las redes empresariales *Dirección estratégica de los recursos humanos* Eneka Albizu Gallastegi, Jon Landeta Rodríguez, 2013-09-06 Con un enfoque actual e integral de la dirección estratégica de los

recursos humanos DERRHH y concebida desde la perspectiva de los nuevos diseños curriculares que se basan en procesos de enseñanza y aprendizaje orientados al desarrollo de competencias para el desempeño profesional esta obra está estructurada en cuatro partes En la parte primera se define la función de recursos humanos y se analizan los cambios que están provocando que ésta se convierta en estratégica En la parte segunda se explican los conceptos básicos de la dirección estratégica disciplina matriz con la que la DERRHH comparte filosofía lenguaje y metodología La tercera parte de la obra se dedica a la DERRHH comenzando por su contextualización académica para desarrollar después el proceso específico de dirección estratégica desde la perspectiva funcional de los recursos humanos El texto concluye con un caso transversal a través del cual se pueden integrar los conocimientos y habilidades desarrollados en este trabajo Además los conceptos teóricos siempre se acompañan de abundantes ejemplos y casos empresariales que facilitan el proceso de enseñanza y aprendizaje

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

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

Dirección Estratégica de la Pyme 'Gonzalo Caballero Miguez, Ana Belén Freijeiro Álvarez', 2010-03-12 Las empresas son organizaciones económicas que necesitan aplicar una estrategia que les permita sobrevivir en un escenario de globalización y competencia donde las fuerzas del mercado son difíciles de controlar La formulación y puesta en marcha de esta estrategia corresponde a la dirección estratégica de la empresa Estrategia y dirección son las dos caras de una misma moneda que pueden favorecer la evolución de la pyme impulsando la consecución de objetivos la supervivencia en circunstancias adversas el nivel de eficiencia o la maximización de beneficios Con este material didáctico Ideaspropias Editorial le ofrece la posibilidad de conocer las bases de la dirección estratégica incluyendo el análisis la formulación la elección

y la aplicación de estrategias Dirección Estratégica de la Pyme es además un manual de fácil lectura en el que al finalizar cada una de las unidades didácticas encontrar ejercicios prácticos que le servirán de gran ayuda para fijar muchos de los conceptos que en él se recogen **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, novedades 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 **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 *Dirección estratégica de los recursos humanos*

Natalia García Carbonell, Fernando Martín Alcázar, Gonzalo Sánchez Gardey, 2017-10-05 El libro Dirección estratégica de recursos humanos desarrolla las bases que sustentan la dirección estratégica de los recursos humanos como disciplina de investigación con un enfoque marcadamente teórico y conceptual. Se ha estructurado en tres bloques fundamentales. El bloque primero ofrece una visión global sobre los orígenes y el nacimiento de la disciplina. El bloque segundo se orienta al estudio de los diversos marcos teóricos que conforman la dirección estratégica de los recursos humanos y al análisis de sus contribuciones principales. Finalmente, en el bloque tercero se profundiza en la evolución a lo largo de varias décadas de investigación de la dirección estratégica de recursos humanos. La obra está orientada fundamentalmente a alumnos de posgrado y de doctorado y persigue iniciar al estudiante en los principales argumentos teóricos que dan soporte a la disciplina, así como motivarles en el análisis de los mismos a través de preguntas de reflexión y el trabajo en equipo **Fundamentos de dirección de empresas. Conceptos y habilidades directivas** IBORRA JUAN, MARÍA, 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 Dirección 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 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

Dirección estratégica - 2da edición Palacios Acero Luis Carlos, 2011-01-01 **Administración: de la teoría a la acción**, *Dirección estratégica - 3ra edición* Luis Carlos Palacios Acero, 2023-04-01 Toda decisión de negocio empresarial implica un riesgo El entorno o contexto pone constantemente en dificultad a la empresa y esta debe tener la capacidad de respuesta para enfrentarla La dirección estratégica busca ayudar a la empresa a tomar la decisión correcta para conseguir la meta por medio de planes objetivos y estrategias Esta obra lleva a los lectores de una manera práctica y didáctica a aplicar los conceptos modelos dinámicas de grupo y herramientas técnicas de análisis que le permiten a la empresa proyectarse con una visión futurista para satisfacer con valores agregados las necesidades cambiantes de los clientes En esta nueva edición corregida y ampliada los directivos empresariales emprendedores profesionales de distintas áreas profesores y estudiantes encontrarán los conceptos claros y necesarios para orientar sus empresas sus emprendimientos orientaciones y prácticas con ayuda de ejercicios talleres y casos para proyectar sus inquietudes operacionales técnicas y estrategias que implican sus constantes necesidades Incluye Escritura de fácil lectura y comprensión Ilustraciones gráficas para facilitar la aplicación de los conceptos y recordarlos Preguntas y ejercicios en cada uno de los capítulos Talleres y casos para practicar la toma de decisiones

Fundamentos de dirección y administración de empresas María del Mar Fuentes Fuentes, Eulogio Cordon Pozo, 2015-09-03 El Espacio Europeo de Educación Superior ha promovido cambios profundos en la formación universitaria Este libro destinado a servir como material teórico práctico para el estudio de las asignaturas relacionadas con los fundamentos de dirección y administración de empresas de los nuevos títulos de grado se ha escrito bajo esas premisas En esta tercera edición se han revisado y actualizado los contenidos y ejemplos incluidos en el manual lo que permite que alumnos y profesores dispongan de elementos para el estudio adaptados al contexto actual dentro y fuera del aula El libro se estructura en once capítulos que ofrecen una aproximación a la empresa a su dirección y a las áreas funcionales más relevantes Los primeros cinco capítulos tratan sobre el concepto de empresa y su tipología En los tres primeros se presenta la figura del empresario en sus diferentes

acepciones individual y corporativa y se desarrollan los aspectos relacionados con la propiedad la direcci n y el gobierno de las empresas En el cap tulo cuatro se analiza el entorno de la empresa como un factor relevante para comprender su actividad y los resultados logrados Este cap tulo permite dar paso al concepto de la direcci n estrat gica que se presenta en el cap tulo cinco y trata sobre el concepto de estrategia y las diferentes opciones estrat gicas a nivel corporativo y competitivo Los cap tulos seis y siete se centran en la funci n de administraci n En concreto el primero de ellos se encarga de explicar los conceptos vinculados al proceso de planificaci n y control y el segundo aborda la funci n de organizaci n y establece el proceso a seguir para dise ar una estructura organizativa tal que permita alcanzar los objetivos definidos en la etapa previa Finalmente en cuatro temas se estudian las reas funcionales esenciales de la empresa esto es producci n finanzas recursos humanos y marketing

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

Fundamentos de direcci n de empresas. Conceptos y habilidades directivas ALDAS MANZANO, JOAQUIN,DASI COSCOLLAR, ANGELS,DOLZ DOLZ, CONSUELO,FERRER ORTEGA, CARMEN,GONZALEZ CRUZ, TOMAS FELIX,IBORRA JUAN, MARÍA,PUIG PAYA, VICENTE,2006-11-01 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 el saber estar unido a un desarrollo riguroso de los conocimientos o del saber El libro combina tres planos que van desarroll ndose de forma incremental el logro de conocimientos te ricos b sicos acerca de la empresa y su direcci n el desarrollo de ciertas habilidades o saber hacer imprescindibles para un futuro directivo y el fomento de actitudes valores y normas 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 est presente en toda ella

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