

Manual De Calidad Pepsico

La revolución inteligente - 1ra edición Buenas prácticas para el desarrollo de la cadena productiva de la papa Valoración de empresas Bebidas Expansión Innovación para el desarrollo Comercio e industria Major Companies of Europe 2003 El poder económico en el Perú: Empresas de capital extranjero Redacción Alforja Sic Territorio y competitividad en la agroindustria en México Oiga Antropología de los pueblos de España The human brand La inversión extranjera en América Latina y el Caribe La Nación The Directory of U.S. Trademarks Bernard Marr Triveño, G. Francisco López Cengage Gale Carlos Malpica Silva Santisteban Enrique Dussel Peters Joan Prat Carós Chris Malone

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p en la revolución inteligente bernard marr explora cómo la inteligencia artificial ia ha evolucionado para convertirse en la nueva electricidad de las empresas similar al impacto de los ordenadores en los años 90 p p esta obra ofrece una guía práctica para integrar la ia en la estrategia empresarial con estudios de caso de líderes como netflix y amazon p p estructurada en tres partes la obra aborda desde el impacto transformativo de la ia hasta su aplicación en productos y servicios se analizan oportunidades y desafíos además de aspectos éticos y culturales esta edición en español no solo detalla cómo mejorar operaciones empresariales sino que también proporciona estrategias para que cada empresa se mantenga a la vanguardia p p la revolución inteligente es imprescindible para empresarios gerentes y directores de estrategia que buscan optimizar sus organizaciones también es valiosa para profesionales de tecnología estudiantes de negocios y académicos así como para consultores y emprendedores interesados en aprovechar el potencial de la inteligencia artificial en sus respectivas áreas p p b incluye b p p li contexto del

significado y contexto de la inteligencia artificial li p p li plantillas para identificar los ejemplos de uso de la ia y una estrategia de ia li p p li Índice temático para consulta fácil li p

nothing provided

cuánto vale una empresa ya sea porque alguien quiere comprar nuestra empresa o porque necesitamos conocer el valor de otra esta es una pregunta que si no tiene una respuesta fácil y clara puede generar desconfianza tanto en el momento de comprar como en el de vender valoración de empresas es un libro dirigido a empresarios y a todo aquel que se quiere aproximar al valor de una empresa desde una perspectiva práctica en él encontrará el lector los conceptos básicos imprescindibles y una fórmula sencilla para obtener una valoración rápida de una empresa con algunos datos que son fáciles de entender y de obtener por cualquiera en los últimos capítulos se incluyen unos ejercicios de valoración valoración de empresas es un libro dirigido a empresarios y a todo aquel que se quiere aproximar al valor de una empresa desde una perspectiva práctica en él encontrará el lector los conceptos básicos imprescindibles y una fórmula sencilla para obtener una valoración rápida de una empresa con algunos datos que son fáciles de entender y de obtener por cualquiera en los últimos capítulos se incluyen unos ejercicios de valoración

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this directory is part of a six volume set that provides data on over 36 000 european companies covering portugal spain sweden and switzerland it provides information such as address phone and fax numbers e mail and addresses listings of a company s activities parents subsidiaries and agents brands and trademarks and financial information for 2001 and 2002

un completo análisis de los sectores de la distribución y producción de gran consumo estudio de los sectores alimentarios y de sus canales de distribución hipermercados supermercados discount cash carries

reúne contribuciones de diferentes especialistas sobre temas puntuales de la antropología en españa ofreciendo diferentes perspectivas y orientaciones metodológicas consta de dos partes 1 historia y metodología y 2 temas fundamentales de la antropología en la segunda parte se analizan cuestiones como el espacio rural y el espacio urbano los grupos domésticos y sus estrategias de producción y de reproducción estratificacion social y relaciones de poder identidades y rituales etc incluye indice temático y de instituciones geográfico y de autores

todos nos relacionamos con las marcas de una forma profundamente personal algunos odiamos a los bancos otros adoramos nuestro smartphone y pensamos que el operador de la compañía telefónica solo busca atraparnos qué pasa en nuestro cerebro cuando emitimos esta clase de juicios el experto en fidelización de clientes chris malone y la psicóloga social susan fiske demuestran que las impresiones que nos causan las marcas surgen de juicios inconscientes sobre calidez y competencia los mismos factores que se dan en las relaciones entre las personas así para que las empresas logren un éxito sostenido deben forjar relaciones genuinas con los clientes y estos por su parte tienen derecho a ser respetados por las compañías y marcas a las que brindan su confianza en esta edición adaptada de the human brand se han evaluado más de sesenta marcas de los sectores de energía telecomunicaciones retail alimentación banca seguros y servicios públicos mostrando cómo son percibidas por sus clientes y cómo ciertas marcas no solo han alcanzado el éxito sino que han sido capaces de recuperarse de errores pasados forjando relaciones de calidad con sus clientes una lectura esencial para comprender cómo y por qué tomamos las decisiones que tomamos y qué necesitan las empresas y las marcas para mantener nuestra lealtad en la era digital

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