

Estrategia Competitiva Porter

Francisco Abascal Rojas

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.

Estrategia Competitiva Michael E. Porter, 2015-11-24 Pocos libros están destinados a convertirse en clásicos, y este es uno de ellos. Estrategia competitiva ofrece un conjunto completo de métodos analíticos que permiten estudiar la industria en su conjunto y pronosticar su evolución, entender a los competidores y su situación, y traducir el análisis en la estrategia competitiva de una compañía. Con más de 50 reimpresiones, traducido a 19 idiomas y en esta nueva edición reformada en español, este libro examina la forma en que una empresa compite con mayor eficacia y fortalece su posición en el mercado. Estrategia competitiva ha transformado la teoría, la práctica y la enseñanza de la estrategia empresarial en todo el mundo. Más de un millón de directivos en grandes y pequeñas empresas, analistas de inversión, consultores, estudiantes y académicos en todo el mundo han interiorizado las ideas de Porter y las han aplicado para evaluar diversas industrias, entender a los competidores y elegir una posición competitiva con una rentabilidad superior.

Estrategia y planes para la empresa Antonio Francés, 2006

Fundamentos de Administración Stephen P. Robbins, David A. DeCenzo, 2009-09-14

Modelo de competitividad global de la industria de piel de cocodrilo Moreletij ,

Estrategia competitiva Juan Carrión Maroto, 2010-04-26 En esta nota técnica pasamos a estudiar las denominadas estrategias competitivas o de negocio. Empezaremos analizando el concepto de ventaja competitiva antes de presentar las estrategias genéricas: liderazgo en costes, diferenciación de productos y segmentación de mercados. Posteriormente analizaremos las disciplinas de valor y el Reloj Estratégico; para finalizar analizando las estrategias basadas en la velocidad y la relación entre el ciclo de vida del sector y la estrategia. INDICE Introducción Estrategia y ventaja competitiva Creando ventajas competitivas Liderazgo en costes: en busca de la eficiencia Diferenciación de producto: en busca del valor La especialización: en busca del foco ¿Es compatible el liderazgo en costes con la diferenciación? Las disciplinas de valor El reloj estratégico Estrategias basadas en la velocidad El ciclo de vida del sector y la estrategia.

INTRODUCCIÓN A LA TEORÍA ECONÓMICA UN ENFOQUE LATINOAMERICANO Gustavo Vargas Sánchez, 2006

CONTENIDO: Introducción a la economía - Modelos económicos - Historia del pensamiento económico - Tres paradigmas de la economía en conflicto - La economía de América Latina. Los retos de América Latina - Desarrollo del pensamiento latinoamericano - Cuentas nacionales - El mercado de bienes - Introducción al sistema financiero - Introducción a la teoría del dinero - Determinación de la demanda agregada - Oferta agregada - La teoría del comercio internacional - Modelo de economía abierta - La política cambiaria - Ciclo económico: teoría y evidencia empírica en América Latina y el Caribe - Introducción al estudio de la empresa - Introducción a la demanda del consumidor - El mercado de competencia perfecta - Economía del bienestar - El monopolio y la discriminación de precios - Teoría de la empresa: producción y costo - Precios, producción y empleo en el corto plazo.

Estrategia competitiva Alberto R. Levy, 1983

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

INDICE: Concepto de calidad - breve historia. Visión macroeconómica del sector servicios: 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.

Investigación en Administración en América Latina , Competitividad , 2001

Ventaja Competitiva Michael E. Porter, 2016-04-25 En todo el mundo las empresas han visto disminuir su crecimiento y se enfrentan a competidores nacionales y globales que ya no actúan como si el pastel en expansión fuera lo bastante grande para todos... Y no lo es. Ventaja competitiva busca propiciar la diferenciación de su negocio mediante el reconocimiento de lo que produce valor para el cliente. Como complemento indispensable del libro pionero Estrategia competitiva de Michael E. Porter, Ventaja competitiva ofrece una guía clara y muy accesible para desarrollar e implementar tal estrategia competitiva. Traducido a 13 idiomas y en esta nueva edición reformada en español, el libro describe cómo una empresa realmente obtiene una ventaja sobre sus rivales, desde los conceptos básicos de cadena de valor, diferenciación, sustitución, sinergia y muchos más. Ventaja competitiva presenta una nueva forma de entender lo que en verdad hace una empresa, y muestra a empresarios, directivos y estudiantes, los conceptos y herramientas para crear y mantener la ventaja competitiva: el valor que una empresa logra crear para sus clientes.

Handbook of Research on Intrapreneurship and Organizational Sustainability in SMEs Perez-Urbe, Rafael, Salcedo-Perez, Carlos, Ocampo-Guzman, David, 2018-04-13 Smaller companies are abundant in the business realm and outnumber large

companies by a wide margin. Understanding the inner workings of small businesses offers benefits to the consumers and the economy. The Handbook of Research on Intrapreneurship and Organizational Sustainability in SMEs is a critical scholarly resource that examines the strategies and concepts that will assist small and medium-sized enterprises to achieve competitiveness. Featuring coverage on a broad range of topics such as financial management, corporate sustainability, and organizational culture, this publication is geared towards business managers, professionals, graduate students, and researchers working in the field of smaller-scale business development initiatives.

Fundamentos de administración y su estrategia Camacho Mora Martín (Dr.),2025-03-04 Las actividades del alumno será el de analizar, diagnosticar, evaluar y presentar las recomendaciones adecuadas que requieran los casos planteados. El alumno será el responsable de actuar como si estuviera desempeñándose profesionalmente, es decir, que él es quien debe aportar los elementos para su solución. De esto depende la utilidad del método de casos prácticos.

Automated Organizations Nelio Oliveira,2011-08-30 This book attempts to characterize a new organizational form that is now visible in many companies as a substitute of previous forms related to mechanized or mechanistic standards. The book is based on the approach of organizational structure and on Henry Mintzberg's work on organizational configurations. As a matter of fact, it attempts to supplement and update Mintzberg's organizational taxonomy, taking into account changes in the structure and work organization of business firms. The book is written for all people whose work is related to organizations and who are interested in the subjects it deals with.

Cómo se hace un plan estratégico Francisco Abascal Rojas,2000 Proyecto de empresa; Las reglas de ajuste para las orientaciones estratégicas; La información interna y externa; El cliente como fundamento del negocio de empresa K; La reflexión estratégica; Las oportunidades del mercado; El plan estratégico comercial; Los programas; Presupuestos; Resumen del plan estratégico; El plan de contingencias.

Guía para ser un ceo exitoso Jorge Iván Gómez Osorio,2022-04-23 Este libro pretende ser una guía que oriente a aquellas personas que desempeñan un cargo de director general de empresa para llevar a cabo su labor a través de un modelo integrado en dirección general. En primera instancia, se realizó una evaluación comparativa de los autores más representativos del campo de la dirección, la dirección general y la estrategia empresarial, a saber: Kenneth R. Andrews, Michael E. Porter, Peter F. Drucker y Henry Mintzberg. Una vez seleccionados los autores, se establecieron criterios generales para deducir algunos elementos útiles y comunes en el campo de la dirección general, especialmente, para el quehacer del director general, y se diseñó y construyó un modelo o esquema integrador de estos enfoques, conceptos y teorías estudiadas. El producto de este análisis comparativo es un esquema integral sobre los procesos o actividades fundamentales que debe llevar a cabo un director general de empresa de una manera justa y eficaz.

Cities and Partnerships for Sustainable Urban Development Peter Karl Kresl,2015-07-31 Over the past two decades,

sustainability has become a principal concern for city administrators. It is more than just an environmental issue entailing economic, demographic, governance, social, and amenity aspects. After a short introduction to some t

Estrategias y tácticas de marketing Josep Francesc Valls, 2013-12-12 El consumidor ya puede ser abordado en su kilómetro cero. Directamente, sobre todo de forma internáutica. Co-crear con él. Construir conjuntamente la propuesta de valor. Ajustarla al precio que desea pagar en cada momento, al canal y al tiempo. Este es la gran revolución del marketing interactivo y social que ya resulta posible ahora frente a otros enfoques más indirectos del pasado. Tal lo concebimos en esta obra. Se trata de identificar primero el entorno del cliente y de sus redes. Y para desarrollar la relación con él, tejer posteriormente la propuesta estratégica y la operativa. Reivindicamos aquí la parte estratégica del marketing, un poco vapuleada en los últimos tiempos, si se desea alcanzar el éxito en la operativa. El libro se complementa con una introducción a las relaciones entre el management general y el marketing. De este modo, se revisan las aportaciones más interesantes de los grandes pensadores desde Schumpeter a Kotler pasando por Porter, Minzberg, Drucker o Hamel, entre otros. Igualmente, en el capítulo final se trata de la planificación, del liderazgo y del control del plan como única vía de alcanzar los resultados fijados.

Big to small Fermín Ezquer Matallana, José Manuel Castellano Delgado, 2010-08-13 B2S (acrónimo acuñado por los autores de la expresión “Big to Small”, replicando a las denominaciones con las que se conocen los distintos modelos de negocio de comercio electrónico) presenta la forma de trasladar las estrategias, conceptos y actuaciones más novedosas y actuales, implementadas por las grandes empresas con la colaboración de empresas de consultoría de primera línea, al mundo de las empresas medianas y de las pequeñas con potencial de desarrollo (mypes).

Whispering the Secrets of Language: An Psychological Journey through **Estrategia Competitiva Porter**

In a digitally-driven world wherever screens reign supreme and instant transmission drowns out the subtleties of language, the profound techniques and emotional subtleties concealed within words usually get unheard. Yet, located within the pages of **Estrategia Competitiva Porter** a fascinating literary prize pulsing with natural feelings, lies a fantastic journey waiting to be undertaken. Penned by an experienced wordsmith, that charming opus invites viewers on an introspective journey, lightly unraveling the veiled truths and profound impact resonating within ab muscles cloth of each and every word. Within the psychological depths of the touching review, we will embark upon a honest exploration of the book is key styles, dissect its charming publishing style, and yield to the strong resonance it evokes serious within the recesses of readers hearts.

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