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el objetivo del libro es proponer una guía básica y una serie de ejercicios prácticos que sirvan de ayuda para la gestión de las empresas el protagonista principal es la propia empresa y el conjunto de temáticas de cariz organizacional y administrativo técnico productivo operacional y de comercialización y marketing que es preciso abordar para tomar decisiones y asegurar una buena gestión empresarial

una visión completa de la función de compras útil y eficaz como guía para la empresa y sus proveedores a muchos profesionales que partiendo de una formación técnica y de gestión en algún momento de sus carreras han tenido que comprar o vender productos y servicios o interactuar con la función de compras desde otros ámbitos de la actividad de la empresa como es mi caso les hubiera gustado contar con una guía de actuación con ciertas metodologías que les hubiese asistido en esos cometidos o un manual de interpretación de las compras que les hubiese ayudado a su discernimiento ojalá que este libro sea un buen asistente para quienes se inician en este tipo de actividades profesionales y desde luego para aquellos que sin dedicarse las consideran extrañas o lejanas confío igualmente que este tipo de trabajos permitan una mayor aproximación y entendimiento entre el mundo empresarial y el académico luis sánchez fernández

manual de microeconomía para el grado en administración y dirección de empresas adaptado al ees y dirigido fundamentalmente a alumnos a distancia cada capítulo va acompañado de sus correspondientes cuestiones teóricas 147 y problemas 75 minuciosamente resueltos

este libro es fruto del convencimiento por parte de sus autores de la necesidad de un enfoque práctico de la enseñanza en microeconomía nuestra experiencia diaria en el aula nos enseña que el alumno alcanza un nivel de comprensión superior de la materia objeto de estudio cuando resuelve por sí mismo cuestiones o problemas que hacen necesario utilizar de forma razonada el bagaje teórico adquirido previamente los ejercicios que se proponen responden a los programas de la asignatura impartidos en nuestra universidad sin embargo y dada la amplitud de material comprendido puede servir de complemento a la mayoría de los manuales de teoría existentes en el mercado el manual está estructurado en cinco partes la primera de ellas pretende dar una introducción elemental a los conceptos de oferta y demanda en la segunda se estudia la teoría de la conducta del consumidor en la que se resuelven problemas relativos a la elección del consumidor y la demanda del mismo la tercera parte la teoría de la empresa y la estructura del mercado engloba los epígrafes de producción costes mercados de productos así como mercados de factores en el cuarto bloque referente al equilibrio general y el bienestar se presentan ejercicios sobre el equilibrio general bienestar fallos de mercado y mercados con información asimétrica por último en quinto lugar se incluyen las extensiones de la teoría del consumidor que comprende problemas sobre la elección intertemporal y la elección bajo condiciones de riesgo

la escuela de chicago es conocida internacionalmente por su defensa de instituciones que promuevan la economía de libre mercado y las sanas políticas macroeconómicas siendo milton friedman y gary becker figuras centrales en chile esta escuela ha jugado un rol fundamental gracias a un convenio materializado a fines de los años cincuenta con la pontificia universidad católica de chile y que dio lugar a un potente intercambio de profesores y alumnos para modernizar la enseñanza de esta ciencia estos profesionales han influido decisivamente en las reformas a la economía que permitieron un notable proceso de desarrollo durante las últimas décadas la primera parte del libro presenta los rasgos esenciales del ambiente que prevaleció a lo largo del tiempo en el departamento de economía de la universidad de chicago y la segunda examina los aspectos distintivos de la investigación y docencia en las diferentes áreas de dicha disciplina escrito por ex alumnos de esta universidad los reveladores artículos analizan en qué medida se puede hablar verdaderamente de una escuela para referirse a la enseñanza de la economía impartida en ella y presentan el conjunto de ideas y políticas que impactaron de manera decisiva el desarrollo de chile esta segunda edición cuenta con un prólogo inédito del premio nobel de economía james heckman quien destaca el decisivo rol que ejercieron las ideas de chicago y los economistas que las implementaron desde el gobierno y la academia para hacer de nuestro país un ejemplo en latinoamérica a menudo resulta fácil pasar por alto el poder de las buenas ideas ellas rara vez llevan a cambios inmediatos de las políticas al contrario se filtran en el tejido de la enseñanza académica las discusiones sobre políticas públicas y la sociedad como un todo y gradualmente reemplazan nociones obsoletas sobre la economía y la sociedad y pavimentan el camino para políticas públicas sabias james heckman premio nobel de economía 2000

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