



Gestione y controle el valor integral de su empresa: 1 (Spanish Edition)

Victor Raul López Ruiz, Domingo Nevado Peña

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Los métodos de medición de capital intelectual son clave para la gestión empresarial en la economía del conocimiento. No obstante, han sido generalmente tratados desde una perspectiva teórica. En esta obra, desde la experiencia acumulada por los autores, se desarrolla una guía exhaustiva, eminentemente práctica, donde se exponen los pasos a seguir para realizar un Análisis Integral de cualquier empresa que posibilite gestionar el valor futuro de la misma a través de sus intangibles. ¿Cómo crece mi empresa?, ¿Cómo hace por el camino adecuado? ¿Puedo cambiar ese crecimiento desde el conocimiento de su proceso generador? ¿Es idónea la estrategia? En definitiva ¿Estamos gestionando y haciendo las cosas adecuadas para crecer y generar valor en el futuro? Las respuestas a estas cuestiones se logran aplicando la metodología acuñada bajo el nombre de Análisis Integral que ofrecemos al lector en esta obra, como producto de nuevas investigaciones, ilustradas mediante la incorporación del caso real de una empresa tras cada exposición teórica. INDICE RESUMIDO: La empresa del conocimiento: Análisis Integral. Conocer su empresa: datos históricos y generales. La importancia de un buen análisis económico financiero. Necesidad de información: diseño, tabulación y tratamiento de cuestionarios. Generando los indicadores sobre intangibles. Modelo de simulación de capital intelectual. Políticas estratégicas a futuro: conclusiones y mantenimiento. Cuestiones más habituales.

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