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**Empresas Que Perduran (Spanish Edition) (Spanish) Paperback - August 1, 1995.** by James C. Collins (Author), Jerry I. Porras (Author) 4.1 out of 5 stars 6 ratings. See all formats and editions. Hide other formats and editions. Price.**

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 Empresas Que Perduran: Principios Exitosos de Compañías Triunfadoras: Authors: James C. Collins, Jerry I. Porras: Edition: illustrated: Publisher: Grupo Editorial Norma, 2003: ISBN: 9580467277,...

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 Estas preguntas son la razón de ser del libro "Empresas que perduran", libro que es resultado de una investigación de más de cinco años, realizada por James Collins y Jerry Porras, investigadores de la Universidad de Stanford cuyo propósito fue encontrar esas características organizacionales y administrativas que tienen las compañías visionarias.

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 Empresas que Perduran James C. "Jim" Collins, es un consultor de negocios americano autor y expositor en el tema de sostenibilidad y crecimiento. Frecuentemente escribe en Harvard Business Review, Business Week y otras. Es autor de 4 best sellers traducidos a más de 20 idiomas. CAPITULO 5 Como lograr la Innovación Estratégica.

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**Capítulo 1 Empresas Que Perduran Ensayos gratis 1 50**  
 Empresas Que Perduran. Empresas que Perduran James C. "Jim" Collins, es un consultor de negocios americano autor y expositor en el tema de sostenibilidad y crecimiento. Frecuentemente escribe. 4 Páginas • 547 Visualizaciones. **Empresas Que Perduran**

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 Empresas que perduran . Páginas: 6 (1350 palabras) Publicado: 27 de febrero de 2012. Capítulo 7 Ensayar muchas cosas quedarse con lo que funciona Altos niveles de acción y experimentación, a menudos no planeados ni dirigidos, que producen nuevos caminos inesperados de progreso y capacitan a las compañías visionarias para imitar la ...

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 1. (to continue indefinitely) a. to live on. El espíritu de tu madre perdurará siempre.Your mother's spirit will live on forever. b. to last. El dolor de perder a un hijo perdura para siempre.The pain of losing a child lasts forever. c. to endure. Sus contribuciones al mundo perdurarán después de que haya muerto.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So wrote Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

Presents a series of interviews with successful people who demonstrate the author's three elements of success--involvement with something about which they are passionate, the cultivation of a sense of responsibility and accountability, and taking effective action. Reprint. 50,000 first printing.

Prepare for an uncertain future with a solid vision and innovative practices. Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to: Understand how the rules of corporate competition translate to the healthcare sector Craft a vision for an uncertain future Segment your market to better serve diverse patient populations Achieve the best health outcomes--at the lowest cost Learn what disruptive innovation means for healthcare Use the Balanced Scorecard to measure your progress This collection of articles includes "What Is Strategy?" by Michael E. Porter; "The Five Competitive Forces That Shape Strategy," by Michael E. Porter; "Health Care Needs Real Competition," by Leemore S. Dafny and Thomas H. Lee; "Building Your Company's Vision," by Jim Collins and Jerry I. Porras; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "Will Disruptive Innovations Cure Health Care?" by Clayton M. Christensen, Richard Bohmer, and John Kenagy; "Blue Ocean Strategy," by W. Chan Kim and Renee Mauborgne; "Rediscovering Market Segmentation," by Daniel Yankelovich and David Meer; "The Office of Strategy Management," by Robert S. Kaplan and David P. Norton; and "The Strategy That Will Fix Health Care," by Michael E. Porter and Thomas H. Lee.

The ocean covers 70 percent of the Earth's surface, and is essential for life on our planet - even for those of us who live nowhere near the sea! It provides us all with food and other materials that we need, regulates our climate and provides half of the oxygen we breathe. The ocean also offers us various means of transport and opportunities for recreation. People have long thought that the ocean was so wide and bountiful that it would go on supplying our needs forever, but this is not the case: human activities are causing significant damage to life in the ocean. People are often unaware of the problems created by this heavy reliance, as few of us have the opportunity to look beneath the surface of the sea and see the damage that our actions have caused. This is where the Ocean Challenge Badge comes in: let it take you on a journey to discover the ocean! It is packed with activities to help you learn about how the ocean works, the creatures that live in it, and just how important it is in our everyday lives. You will also discover how YOU can play a role in protecting our ocean for future generations. We hope you will be inspired to take the challenge and celebrate our ocean. So dive in and begin your aquatic discoveries!

In this groundbreaking book, organizational effectiveness experts Edward Lawler and Christopher Worley show how organizations can be "built to change" so they can last and succeed in today's global economy. Instead of striving to create a highly reliable Swiss watch that consistently produces the same behavior, they argue organizations need to be designed in ways that stimulate and facilitate change. Built to Change focuses on identifying practices and designs that organizations can adopt so that they are able to change. As Lawler and Worley point out, organizations that foster continuous change are closely connected to their environments Reward experimentation Learn about new practices and technologies Commit to continuously improving performance Seek temporary competitive advantages

A PBS Great American Read Top 100 Pick With extraordinary relevance and renewed popularity, George Orwell's 1984 takes on new life in this edition. "Orwell saw, to his credit, that the act of falsifying reality is only secondarily a way of changing perceptions. It is, above all, a way of asserting power."--The New Yorker In 1984, London is a grim city in the totalitarian state of Oceania where Big Brother is always watching you and the Thought Police can practically read your mind. Winston Smith is a man in grave danger for the simple reason that his memory still functions. Drawn into a forbidden love affair, Winston finds the courage to join a secret revolutionary organization called The Brotherhood, dedicated to the destruction of the Party. Together with his beloved Julia, he hazards his life in a deadly match against the powers that be. Lionel Trilling said of Orwell's masterpiece, "1984 is a profound, terrifying, and wholly fascinating book. It is a fantasy of the political future, and like any such fantasy, serves its author as a magnifying device for an examination of the present." Though the year 1984 now exists in the past, Orwell's novel remains an urgent call for the individual willing to speak truth to power.

A member of the AML CD Series! This book presents a conceptual framework for organizations that will help managers and change- practitioners to better understand organizations. Drawing on that framework, the book describes an approach for diagnosing failings in organizational functioning and for planning a comprehensive set of actions needed to change the organization into a more effective system. This approach, called "Stream Analysis," is explained in detail and examples from three types of organizations are used to illustrate the explanation of the techniques of Stream Analysis.

If you head a small to mid-sized enterprise or one within a larger firm, here is a remarkable book that can help you build an extraordinary organization capable of long-term health and success. Beyond Entrepreneurship shows how to turn your business into an entity that "sustains high performance, rises to the status of role model, and remains great for generations," in the words of the authors. Step by step, Collins and Lazier reveal how to lay a foundation for greatness, while a company is still small and adaptable enough to fully embody the values of its leaders. Drawing on their many years of first-hand experience working in private industry and serving as business consultants, Collins and Lazier cover all the essential aspects of attaining corporate greatness--supported by dozens of real-life examples of firms as diverse as Mrs. Fields Cookies, Continental Cablevision, and Giro Sport Design. In Beyond Entrepreneurship they provide tested ideas and methods for developing the most effective leadership style for your personality characteristics... and developing the 7 key elements of a leadership style to inspire real loyalty and dedication. Then, they move on to an often overlooked function of leadership: catalyzing a vision. Every great company has at its core a compelling vision. You'll discover a clear and useful framework for setting corporate vision--a framework that removes the confusion about this important and elusive topic, yet retains the "spark" that's an essential quality of a motivating and effective overall vision. Collins and Lazier also discuss and illustrate the four key principles of setting business strategy, and explain how to resolve critical strategic issues--like whether to lead a market or follow--faced by every small to mid-sized firm. The authors present a set of concepts and practical suggestions for stimulating creativity and keeping your company innovative as it evolves. Finally, they spell out how to translate vision and strategy into effective business tactics, the day-to-day details of producing consistent excellence. Here is a comprehensive, how-to-do-it blue print for becoming the best in your industry; crafting an entity that's highly profitable and respected by people outside its walls.

A postcolonial study of the conceptualization of nineteenth- and twentieth-century Latin America as medieval and oriental If Spain and Portugal were perceived as backward in the nineteenth century--still tainted, in the minds of European writers and thinkers, by more than a whiff of the medieval and Moorish-Ibero-America lagged even further behind. Originally colonized in the late fifteenth century, Chile, Argentina, and Brazil were characterized by European travelers and South American elites alike as both feudal and oriental, as if they retained an oriental-Moorish character due to the centuries-long presence of Islam in the Iberian Peninsula. So, Nadia R. Altschul observes, the Scottish metropolitan writer Maria Graham (1785-1842) depicted the Chile in which she found herself stranded after the death of her sea captain husband as a premodern, precapitalist, and orientalized place that could only benefit from the free trade imperialism of the British. Domingo F. Sarmiento (1811-1888), the most influential Latin American writer and statesman of his day, conceived of his own Euro-American creole class as medieval in such works as Civilization and Barbarism: The Life of Juan Facundo Quiroga (1845) and Recollections of a Provincial Past (1850), and wrote of the inherited Moorish character of Spanish America in his 1883 Conflict and Harmony of the Races in America. Moving forward into the first half of the twentieth century, Altschul explores the oriental character that Gilberto Freyre assigned to Portuguese colonization in his The Masters and the Slaves (1933), in which he postulated the "Mozarabic" essence of Brazil. In Politics of Temporalization, Altschul examines the case of South America to ask more broadly what is at stake--what is harmed, what is excused--when the present is temporalized, when elements of "the now" are characterized as belonging to, and consequently imposed upon, a constructed and othered "past."

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