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# Descansa Coleccion Accion Empresarial

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Free Software, Free Society

Market Your Way to Growth

Money, Bank Credit, and Economic Cycles

Acción sindical y relaciones colectivas en los nuevos escenarios laborales

No More Looting and Destruction!

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A User's Guide to the Brain

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21 Lessons for the 21st Century

Destructive Achievers

The \$100 Startup

Marketing: An Introduction, Global Edition

Daniel Goleman Omnibus

The Art of War

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## **BOND DAKOTA**

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### **Free Software, Free Society**

Cambridge University Press

Los nuevos escenarios laborales, caracterizados por la presencia de fuerzas centrífugas y centrípetas que desdibujan la figura del empleador y aíslan al individuo dentro de su plantilla, tales como la descentralización productiva y las redes interempresariales, la digitalización, atomización del trabajo y prestación de los servicios a distancia, han incrementado considerablemente las dificultades que ya existían para el despliegue de unas relaciones colectivas de trabajo sólidas y consolidadas. De que ese despliegue se garantice, no sólo depende que el Derecho del Trabajo pueda seguir cumpliendo su función esencial como ordenamiento integrador y compensador de las desigualdades, sino también que la empresa no se convierta en un islote de poder autocrático en medio de una sociedad cada vez más exigente con los valores democráticos. El objeto de la presente obra es, precisamente, analizar los retos que esos nuevos escenarios plantean para la puesta en marcha y buen funcionamiento de las instituciones jurídicas colectivas del trabajo y proponer alternativas que favorezcan la adaptación de su regulación a los nuevos contextos económicos y sociales. Tras una primera parte introductoria, dedicada a resaltar la importancia de lo colectivo y sus sujetos para el Derecho del Trabajo, la valoración social que merecen las organizaciones sindicales y el significado ius filosófico de los

términos "trabajador" y "representación", se abordan las dos figuras esenciales del sistema de relaciones colectivas: la participación y representación en la empresa y la negociación colectiva. Respecto de la primera, se analizan, por un lado, las nuevas facultades que los representantes de trabajadores y trabajadoras deben desempeñar en esos escenarios y se valoran las adaptaciones que requiere nuestro sistema para que representación unitaria y sindical puedan articularse adecuadamente. En el caso de la negociación colectiva, el análisis de los cambios introducidos en la última reforma labor

*Market Your Way to Growth* Thames & Hudson

A playbook for creative thinking, created for contemporary students and practitioners working across the fields of graphic design, product design, service design and user experience. Design is Storytelling is a guide to thinking and making created for contemporary students and practitioners working across the fields of graphic design, product design, service design, and user experience. By grounding narrative concepts in fresh, concrete examples and demonstrations, this compelling book provides designers with tools and insights for shaping behaviour and engaging users. Compact, relevant and richly illustrated, the book is written with a sense of humour and a respect for the reader's time and intelligence. Design is Storytelling unpacks the elements of narrative into a fun and useful toolkit, bringing together principles from literary criticism, narratology, cognitive science, semiotics, phenomenology and critical theory to show how visual

communication mobilizes instinctive biological processes as well as social norms and conventions. The book uses 250 illustrations to actively engage readers in the process of looking and understanding. This lively book shows how designers can use the principles of storytelling and visual thinking to create beautiful, surprising and effective outcomes. Although the book is full of practical advice for designers, it will also appeal to people more broadly involved in branding, marketing, business and communication.

*Money, Bank Credit, and Economic Cycles* Prensas de la Universidad de Zaragoza

Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. *Market Your Way to Growth* presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy. Proven business and marketing advice from leading names in the industry Written by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by "the 4 Ps of marketing" and author of the books *Marketing 3.0*, *Ten Deadly Marketing Sins*, and *Corporate Social Responsibility*, among others Milton Kotler is Chairman and CEO of Kotler

Marketing Group, headquartered in Washington, DC, author of *A Clear-sighted View of Chinese Marketing*, and a frequent contributor to the China business press

Acción sindical y relaciones colectivas en los nuevos escenarios laborales Reverte

En los tiempos difíciles que corren, esta obra es el resultado de un largo proceso de investigación y pretende enfrentarse, con un bagaje moral de alta cualificación profesional, como instrumento validado para analizar las cuestiones ético-morales desde una perspectiva bidireccional, al mundo académico y al profesional. Por su idoneidad para el análisis de los conflictos éticos asociados a la intervención social, es una herramienta pedagógica para la impartición de las asignaturas de grado y postgrado relacionadas con ética y moral. Además, puede resultar de gran utilidad para las actuaciones técnico-científicas que tengan presente la ética como eje angular de sus actuaciones, por lo cual el libro es imprescindible para trabajadores y trabajadoras sociales, personas que ejercen cargos de dirección, profesionales de la educación social, de la psicología, sociología y cualesquiera otros profesionales de la intervención social.

**No More Looting and Destruction!**  
ARANZADI / CIVITAS

The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time. *The Four Steps to the Epiphany* launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while

existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Currency

En el presente trabajo, los/as alumnos/as y los/as directivos/as de recursos humanos de las empresas, así como cualquier otra persona trabajador o trabajadora, profesional del derecho, etc., podrán conocer el marco teórico y jurídico donde se inscriben las distintas acciones que pueden desarrollarse en las empresas en relación con el establecimiento de Planes de Igualdad, incidiéndose de manera especial en el conocimiento de medidas de conciliación de la vida personal, familiar y laboral, así como en el de las medidas específicas para la prevención del acoso sexual y

acoso por razón de sexo.

*Bibliotheca hispana* Oxford University Press

DescansaEditorial Almuzara

*Essentials of Management Information Systems* Ediciones Paraninfo, S.A.

This book gathers contributions related to the most pressing problems and challenges that new information and communications technologies (ICT) and digital platforms introduce into the labour market, and the impact they have on the way that people work, their rights and even their health and dignity. In addition, there are also chapters studying personal data protection, which is currently a topic of maximum interest due to the New European Regulation about it. The contributors here are drawn from around the world, with several countries represented, such as Portugal, Spain, Italy, Brazil, Australia and Venezuela. The book will appeal lawyers, legal and human resources experts, economists, judges, academics and staff from trade unions, and employers' representation. The volume features insights and contributions in different languages, with chapters in Spanish (12), English (6) and Portuguese (4).

**Corporate Finance** The Great

Limbaugh Con

John Ratey, bestselling author and clinical professor of psychiatry at Harvard Medical School, lucidly explains the human brain's workings, and paves the way for a better understanding of how the brain affects who we are. Ratey provides insight into the basic structure and chemistry of the brain, and demonstrates how its systems shape our perceptions, emotions, and behavior. By giving us a greater understanding of how the brain responds to the guidance of its user, he provides us with knowledge that can enable us to improve our lives. In A

User's Guide to the Brain, Ratey clearly and succinctly surveys what scientists now know about the brain and how we use it. He looks at the brain as a malleable organ capable of improvement and change, like any muscle, and examines the way specific motor functions might be applied to overcome neural disorders ranging from everyday shyness to autism. Drawing on examples from his practice and from everyday life, Ratey illustrates that the most important lesson we can learn about our brains is how to use them to their maximum potential.

*No Logo* John Wiley & Sons

In the same right-to-the-point, no-nonsense style that was a hallmark of Positioning, this sequel squares off against critical marketing challenges such as how to make sure your message gets through in an era of information overload.

*Masters of our destiny* Prentice Hall

The ultimate Chinese classic. "The Art of War" helps in finding decisions.

**Bibliotheca Hispana; Revista de Información y Orientación**

**Bibliográficas. Sección 1** Cambridge Scholars Publishing

Presents real business examples, both domestic and foreign, and relates them to MIS and management through a discussion on the importance of integrating organization and technology.

Recursos naturales, medio ambiente y sostenibilidad Pearson Higher Ed

Las obras del premio Nobel de Economía Paul Krugman, se han convertido en una referencia indispensable en el estudio de la materia, y están siendo utilizadas como libros de texto para cursos introductorios de Economía en universidades de todo el mundo. La nueva edición de Microeconomía de Paul Krugman y Robin Wells, ha sido revisada

y reformada con la intención de ampliar su atractivo para los estudiantes de empresa, ser tan actual e innovadora como sea posible en los temas abordados y en los ejemplos incluidos, y hacer su lectura mucho más accesible.

**Pensamiento** Simon & Schuster

Sustainable Entrepreneurship stands for a business driven concept of sustainability which focusses on increasing both social as well as business value - so called Shared Value. This book shows why and how this unique concept has the potential to become the most recognised strategic management approach in our times. It aims to point out the opportunities that arise from putting sustainable entrepreneurship into practice. At the same time, this book is a wake-up call for all those companies and decision makers who underestimated Sustainable Entrepreneurship before or who are simply not aware of its greater dimension. Well structured chapters from different academic and business perspectives clearly outline how Sustainable Entrepreneurship contributes to solving the world's most challenging problems, such as Climate Change, Finance Crisis and Political Uncertainty, as well as to ensuring business success. The book provides a framework of orientation where the journey might go: What can a successful concept of SE look like? What are the key drivers for its realisation? What is the role of business in shaping the future of our society? The book also presents best practices and provides unique learnings as well as business insights from the international Sustainable Entrepreneurship Award ([www.se-award.org](http://www.se-award.org)). The Sustainable Entrepreneurship Award (short SEA) is an award for companies today who are

thinking about tomorrow by making sustainable business practices an integral part of their corporate culture. Companies that receive the SEA are being recognised for the vision they have shown in combining economic and sustainable responsibility.

*The Moral Imagination* Editorial Almuzara

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

*Design is Storytelling* Macmillan

Now a major motion picture, starring Carey Mulligan and Zoe Kazan "An instant classic of investigative journalism... 'All the President's Men' for the Me Too era." — Carlos Lozada, The Washington Post From Pulitzer Prize-winning journalists Jodi Kantor and Megan Twohey, the untold story of their investigation of Harvey Weinstein and its consequences for the #MeToo movement For years, reporters had tried to get to the truth about Harvey Weinstein's treatment of women. Rumors of wrongdoing had long circulated, and in 2017, when Jodi Kantor and Megan Twohey began their

investigation for the New York Times, his name was still synonymous with power. But during months of confidential interviews with actresses, former Weinstein employees, and other sources, many disturbing and long-buried allegations were unearthed, and a web of onerous secret payouts and nondisclosure agreements was revealed. When Kantor and Twohey were finally able to convince sources to go on the record, a dramatic final showdown between Weinstein and the New York Times was set in motion. In the tradition of great investigative journalism, She Said tells a thrilling story about the power of truth and reveals the inspiring and affecting journeys of the women who spoke up—for the sake of other women, for future generations, and for themselves.

**The New Positioning: The Latest on the World's #1 Business Strategy**  
United Nations

"What corporations fear most are consumers who ask questions. Naomi Klein offers us the arguments with which to take on the superbrands." Billy Bragg from the bookjacket.

**Cambio 16** Lulu.com

For MBA/graduate students taking a course in corporate finance. Using the unifying valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo set the new standard for corporate finance textbooks. Corporate Finance blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager. With this ideal melding of the core with modern topics, innovation with proven pedagogy, Berk and DeMarzo establish the new canon in finance. The second edition reflects the constantly changing world of finance, including

information on the recent financial crisis, new behavioral finance research, and updated practitioner interviews.

*She Said* Irwin/McGraw-Hill

Para la mayoría de nosotros, el exceso de trabajo es la nueva normalidad. En nuestras ajetreadas vidas, el descanso se define como la ausencia de trabajo o aquello que hacemos cuando hemos terminado toda nuestra lista de tareas pendientes; pero generalmente estás tan cansado para disfrutar de esos momentos que terminas enganchado durante horas a la televisión por la noche o navegando por internet sin saber muy bien lo que estás buscando, simplemente dejándote llevar. Según su autor, Alex Pang, famoso consultor de Silicon Valley, podemos ser más exitosos en todas las áreas de nuestra vida al reconocer la importancia del descanso: trabajar mejor no significa trabajar más, sino trabajar menos, de forma más productiva y descansar mejor. Tratar el descanso como una actividad pasiva secundaria al trabajo mina nuestras posibilidades de una vida gratificante y significativa. Descansa derriba todo lo que nuestra cultura nos ha enseñado sobre el trabajo y muestra que sólo descansando mejor podemos empezar a vivir mejor.

*On Intelligence* John Wiley & Sons

#1 NEW YORK TIMES BESTSELLER • In *Sapiens*, he explored our past. In *Homo Deus*, he looked to our future. Now, one of the most innovative thinkers on the planet turns to the present to make sense of today's most pressing issues. "Fascinating . . . a crucial global conversation about how to take on the problems of the twenty-first century."—Bill Gates, *The New York Times* Book Review NAMED ONE OF THE BEST BOOKS OF THE YEAR BY FINANCIAL TIMES AND PAMELA PAUL, KQED How do

computers and robots change the meaning of being human? How do we deal with the epidemic of fake news? Are nations and religions still relevant? What should we teach our children? Yuval Noah Harari's *21 Lessons for the 21st Century* is a probing and visionary investigation into today's most urgent issues as we move into the uncharted territory of the future. As technology advances faster than our understanding of it, hacking becomes a tactic of war, and the world feels more polarized than ever, Harari addresses the challenge of navigating life in the face of constant and disorienting change and raises the important questions we need to ask ourselves in order to survive. In twenty-one accessible chapters that are both provocative and profound, Harari builds on the ideas explored in his previous books, untangling political, technological, social, and existential issues and offering advice on how to prepare for a very different future from the world we now live in: How can we retain freedom of choice when Big Data is watching us? What will the future workforce look like, and how should we ready ourselves for it? How should we deal with the threat of terrorism? Why is liberal democracy in crisis? Harari's unique ability to make sense of where we have come from and where we are going has captured the imaginations of millions of readers. Here he invites us to consider values, meaning, and personal engagement in a world full of noise and uncertainty. When we are deluged with irrelevant information, clarity is power. Presenting complex contemporary challenges clearly and accessibly, *21 Lessons for the 21st Century* is essential reading. "If there were such a thing as a required instruction manual for politicians and thought leaders, Israeli

historian Yuval Noah Harari's 21 Lessons for the 21st Century would deserve serious consideration. In this collection of provocative essays, Harari . . . tackles a daunting array of issues, endeavoring

to answer a persistent question: 'What is happening in the world today, and what is the deep meaning of these events?'"—BookPage (top pick)

Best Sellers - Books :

- [We'll Always Have Summer \(the Summer I Turned Pretty\)](#)
- [The Housemaid's Secret: A Totally Gripping Psychological Thriller With A Shocking Twist By Freida Mcfadden](#)
- [The Boy, The Mole, The Fox And The Horse By Charlie Mackesy](#)
- [Hello Beautiful \(oprah's Book Club\): A Novel](#)
- [A Court Of Wings And Ruin \(a Court Of Thorns And Roses, 3\) By Sarah J. Maas](#)
- [Demon Copperhead: A Pulitzer Prize Winner By Barbara Kingsolver](#)
- [Fahrenheit 451](#)
- [November 9: A Novel By Colleen Hoover](#)
- [Atomic Habits: An Easy & Proven Way To Build Good Habits & Break Bad Ones](#)
- [The Wonderful Things You Will Be](#)