

Cinco Megatendencias Y Sus Posibles Implicaciones

The shift of people from rural areas to cities and urban towns in developing and emerging economies is one of the most profound demographic changes happening globally. Cities all over the world offer significant opportunities to transform human well-being, catalyze economic development, and serve as incubators for new ideas. Rapid urbanization is often linked to improved economic opportunities, better access to health and education services, and improved living conditions. However, underinvestment in infrastructure and services and weak urban governance, planning and financing frameworks can undermine urbanization's potential to serve as the engine of green and inclusive growth and development.

International businesses struggle to be competitive and influential at the global market level. With the new ideas in the management and leadership disciplines, hard skills are losing or are believed to be losing their strategic relevance while soft skills are praised and highly sought after. The Handbook of Research on International Business and Models for Global Purpose-Driven Companies, a pivotal reference source, provides vital research on international business management strategies and applications within internal organizations that allow

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companies to strategically position themselves for increased success in the global economy. While highlighting topics such as organizational culture, internal communication, and generational workforce, this publication explores leadership disciplines as well as the methods of handling multicultural organizations. This book is ideally designed for entrepreneurs, executives, managers, business professionals, human resource officials, researchers, academicians, and students.

By 1991, following the disintegration first of the Soviet bloc and then of the Soviet Union itself, the United States was left standing tall as the only global super-power. Not only the 20th but even the 21st century seemed destined to be the American centuries. But that super-optimism did not last long. During the last decade of the 20th century and the first decade of the 21st century, the stock market bubble and the costly foreign unilateralism of the younger Bush presidency, as well as the financial catastrophe of 2008 jolted America - and much of the West - into a sudden recognition of its systemic vulnerability to unregulated greed. Moreover, the East was demonstrating a surprising capacity for economic growth and technological innovation. That prompted new anxiety about the future, including even about America's status as the leading world power. This book is a response to a challenge. It argues that without an America

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that is economically vital, socially appealing, responsibly powerful, and capable of sustaining an intelligent foreign engagement, the geopolitical prospects for the West could become increasingly grave. The ongoing changes in the distribution of global power and mounting global strife make it all the more essential that America does not retreat into an ignorant garrison-state mentality or wallow in cultural hedonism but rather becomes more strategically deliberate and historically enlightened in its global engagement with the new East. This book seeks to answer four major questions: 1. What are the implications of the changing distribution of global power from West to East, and how is it being affected by the new reality of a politically awakened humanity? 2. Why is America's global appeal waning, how ominous are the symptoms of America's domestic and international decline, and how did America waste the unique global opportunity offered by the peaceful end of the Cold War? 3. What would be the likely geopolitical consequences if America did decline by 2025, and could China then assume America's central role in world affairs? 4. What ought to be a resurgent America's major long-term geopolitical goals in order to shape a more vital and larger West and to engage cooperatively the emerging and dynamic new East? America, Brzezinski argues, must define and pursue a comprehensive and long-term a geopolitical vision, a vision that is responsive to the challenges

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of the changing historical context. This book seeks to provide the strategic blueprint for that vision.

This extraordinary book explains the engine that has catapulted the Internet from backwater to ubiquity—and reveals that it is sputtering precisely because of its runaway success. With the unwitting help of its users, the generative Internet is on a path to a lockdown, ending its cycle of innovation—and facilitating unsettling new kinds of control. iPods, iPhones, Xboxes, and TiVos represent the first wave of Internet-centered products that can't be easily modified by anyone except their vendors or selected partners. These “tethered appliances” have already been used in remarkable but little-known ways: car GPS systems have been reconfigured at the demand of law enforcement to eavesdrop on the occupants at all times, and digital video recorders have been ordered to self-destruct thanks to a lawsuit against the manufacturer thousands of miles away. New Web 2.0 platforms like Google mash-ups and Facebook are rightly touted—but their applications can be similarly monitored and eliminated from a central source. As tethered appliances and applications eclipse the PC, the very nature of the Internet—its “generativity,” or innovative character—is at risk. The Internet's current trajectory is one of lost opportunity. Its salvation, Zittrain argues, lies in the hands of its millions of users. Drawing on generative technologies like

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Wikipedia that have so far survived their own successes, this book shows how to develop new technologies and social structures that allow users to work creatively and collaboratively, participate in solutions, and become true “netizens.”

Esta obra colectiva ofrece un acercamiento desde diversas perspectivas al concepto y la práctica de la ciudadanía global a través de la educación y de la movilización social, con el fin de facilitar su desarrollo dentro de la comunidad educativa. La educación debe promover la toma de conciencia de que se vive en un mundo interrelacionado cuyo dinamismo no puede aprehenderse de forma local, sino como un sistema global de conocimientos, aptitudes y valores en cambio constante. El paso de individuo a persona y de esta a ciudadano es un proceso educativo fundamental. La adquisición de ciudadanía, más allá de los derechos y deberes, se lleva a cabo a través de la acción para construir una sociedad mejor.

Este libro está llamado a convertirse en un aporte indispensable para reevaluar las características del sistema político chileno. Novedoso, audaz, erudito y bien escrito, desmitifica las relaciones entre la sociedad y los partidos políticos en Chile durante el siglo XX, tradicionalmente consideradas de raigambre ideológica. Sin descartar por completo esto, nos muestra que el clientelismo ha

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sido una práctica de larga data en el país y que además, ha sido capaz de adaptarse a partir de la década de 1990 a la crisis de representación de los partidos, alojándose fuertemente en los gobiernos locales.

En este libro se recorre paso a paso el modelo conceptual y metodológico de la Gerencia del Servicio, como alternativa efectiva para que la empresa y su alta dirección construyan ventajas competitivas que le garanticen sobrevivir y le contribuyan a crecer, posicionarse, diferenciarse, obtener utilidades y generar valor a sus stakeholders. El empresario, inmerso en una competencia global, debe desarrollar procesos de Gerencia del Servicio con el fin de generar ventaja competitiva en su organización y proyectarla al futuro, en medio de ambientes cada vez más competidos. El profesional en formación debe prepararse para desarrollar la gestión y administración de su negocio, en un entorno cada vez más exigente. Esta tercera edición del libro incluye un capítulo sobre indicadores de gestión para el servicio, que presenta un tema fundamental para asegurar que lo planeado con respecto al servicio se cumpla y se generen procesos de mejora continua alrededor de la gerencia del servicio.

Readers will learn how to anticipate and profit from future trends in business, economics, finance, politics, and a number of other crucial social and economic currents.

Latin America and the Caribbean has seen a remarkable socio-economic progress since the beginning of the century. Countries strengthened their macroeconomic situations, living standards improved, and poverty and inequality declined. Yet, large structural vulnerabilities remain and new ones have emerged. Many of these are linked to countries' transition to higher income and development levels. The Latin American Economic Outlook 2019: Development in

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Transition (LEO 2019) presents a fresh analytical approach to the region's development trajectories. It assesses four development traps relating to productivity, social vulnerability, institutions and the environment. It outlines local opportunities for responding to these traps and seeks ways of improving the interactions and interlinkages between global public goods and national development agendas, all in the context of the United Nations 2030 Agenda. LEO 2019 calls for improving domestic capacities and adopting a new vision of international co-operation as a facilitator to support efforts to achieve sustainable development for all throughout the region.

Looks at such key trends as a power shift to the East, global connectivity, the technology of genetics, the growth of the Internet, and environmental concerns to discuss the changes in human life by the year 2050.

Al identificar un riesgo empresarial se busca determinar los posibles eventos que puedan impactar objetivos, estrategias, planes, proyectos, servicios, productos u operaciones en una empresa; para disminuir su probabilidad de ocurrencia y minimizar su efecto. Existen muchas formas de identificar riesgos, pero a la hora de aplicarlas surge la disyuntiva sobre cuál utilizar y los beneficios o dificultades que presenta para su aplicación. El libro Identificación de riesgos, a través de una exposición clara y con ejemplos ilustrativos, permite conocer tanto los alcances y limitaciones como la aplicación de doce técnicas y metodologías para este fin. Un aporte necesario y valioso en el momento de elegir el método adecuado.

The Balanced Scorecard translates a company's vision and strategy into a coherent set of performance measures. The four perspectives of the scorecard--financial measures, customer knowledge, internal business processes, and learning and growth--offer a balance between

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short-term and long-term objectives, between outcomes desired and performance drivers of those outcomes, and between hard objective measures and softer, more subjective measures. In the first part, Kaplan and Norton provide the theoretical foundations for the Balanced Scorecard; in the second part, they describe the steps organizations must take to build their own Scorecards; and, finally, they discuss how the Balanced Scorecard can be used as a driver of change.

""The book is a perfect reference document...this text is an essential to all professional practitioners and deserves a place on every bookshop."" -- Training Journal

El desarrollo del turismo y de la industria del ocio ha experimentado en los últimos años un proceso dinámico de evolución, tanto a nivel mundial como en nuestro país. En consecuencia, el sector turístico se ha convertido en una rama productiva de importancia creciente en ciertos países y regiones, convirtiéndose en un factor de gran trascendencia para el crecimiento económico y la generación y mantenimiento del empleo en dichos espacios geoeconómicos. Ha sido esta significativa importancia económica y social del turismo la que ha motivado a un conjunto de profesores de la comunidad universitaria a dedicar su labor investigadora a este sector. En este sentido, el presente volumen recoge las ponencias presentadas en el Curso de Verano celebrado en Gijón durante el mes de julio del año 1995. El objetivo del mismo ha sido poner de manifiesto los elementos necesarios a tener en cuenta en la promoción del turismo y en la potenciación de la demanda final.

This document gives an overview of the main economic, social and environmental

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trends globally and regionally that influence the achievement of the SDGs in Latin America and the Caribbean and offers a prospective analysis of progress towards the related targets on the basis of 72 statistical series of SDG indicators in the region. It simulates scenarios at 2030 in three crucial topics: unemployment, extreme poverty and greenhouse gas emissions. On this basis, the document concludes with an evaluation of the risks facing achievement of the 2030 Agenda in the region. All the analyses include elements relating to the effects of COVID-19 (coronavirus) , as far as possible with the information available in the last week of March 2020, on the understanding that the behaviour of economic and social variables must necessarily be interpreted with caution amid the current uncertainty.

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

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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 Handbook of Research on International Business and Models for Global Purpose-Driven Companies IGI Global

This book underscores the need for a rural industrial policy that promotes a structural change based on innovation, greater value added and better employment and living conditions, all in harmony with the environment.

Enabling the Business of Agriculture 2017, the third report in the series, offers insights into how laws and regulations affect private sector development for agribusinesses, including producer organizations and other agricultural entrepreneurs. Globally comparable data and scored indicators encourage regulations that ensure the safety and quality of agricultural inputs, goods and services but are not too costly or burdensome. The goal is to facilitate the operation of agribusinesses and allow them to thrive in a socially and environmentally responsible way, enabling them to provide essential agricultural inputs and services to farmers that could increase their productivity and profits.

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Regional, income-group and country-specific trends and data observations are presented for 62 countries and across 12 topics: seed, fertilizer, machinery, finance, markets, transport, water, ICT, land, livestock, environmental sustainability and gender. Data are current as of June 30, 2016. For more information, please see <http://eba.worldbank.org>

The OECD Skills Strategy provides a strategic and comprehensive approach for ensuring that people and countries have the skills to thrive in a complex, interconnected and rapidly changing world. The updated 2019 OECD Skills Strategy takes account of the lessons learned from applying the original skills strategy in 11 countries since 2012, while also incorporating new OECD evidence about the skills implications of megatrends, such as globalisation, digitalisation, population ageing, and migration. The Strategy also incorporates new learning from across the OECD about skills policies that work in these three broad components: developing relevant skills over the life course, using skills effectively in work and society, and strengthening the governance of skills systems.

What are the major economic and social trends in Africa? What is Africa's role in globalisation? This new annual report presents an Africa open to the world and towards the future. Africa's Development Dynamics uses the lessons learned in the five African regions - Central, East, North, Southern and West Africa - to

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develop recommendations and share good practices. The report identifies innovative policies and offers practical policy recommendations, adapted to the specificities of African economies. Drawing on the most recent available statistics, this analysis of development dynamics aims to help African leaders reach the targets of the African Union's Agenda 2063 at all levels: continental, regional, and national. Every year this report will focus on one strategic theme. This first edition explores the dynamics of growth, jobs, and inequalities. It proposes ten decisive actions to promote sustainable economic and social development and to strengthen institutions in Africa. This volume also feeds into a policy debate between African Union's nations, citizens, entrepreneurs and researchers. It aims to be part of a new co-operation between countries and regions focused on mutual learning and the preservation of common goods. This report is the result of a partnership between the African Union Commission and the OECD Development Centre

In *Megatrends* and *Megatrends 2000*, both number-one bestsellers, authors John Naisbitt and Patricia Aburdene predicted the shift from an industrial to an informational economy, the booming 1990s and the power of High Tech/ high touch. Today, information technology is a trillion-dollar sector. Today's business world is undergoing massive change. As corporate scandals, the tech bubble and

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a mistrustful public compel business to demonstrate ethics, trust and integrity, a grassroots movement of CEOs, investors, consumers and "ordinary" managers are living the ideology of Conscious Capitalism. Megatrends 2010 tells you how to capitalize on the changes ahead. Highly successful business leaders at all levels are themselves using a variety of consciousness transforming practices and encouraging their colleagues to affirm socially responsible values at work. As more people turn inward to embrace spirituality and values, leading-edge companies have discovered that social and environmental values enhance profit and productivity. Once in a great while a book comes along that challenges conventional wisdom and opens the floodgates to the future. Megatrends 2010's blend of meaning, morals and bottom-line economics celebrates the demise of Business as Usual and the birth of Conscious Capitalism. Megatrends 2010: Explains why firms like Timberland, Wainwright Bank, 3M, Chiquita Brands, Motorola, Intel and others are taking a stand for corporate social responsibility Shows that more than 63 million Conscious Consumers prefer to buy from companies who share or reflect their values and lifestyle Describes the surprising power of conscious techniques to enhance productivity Shows that socially responsible and green funds often outperform mainstream mutual funds Explores the New Economy of Consciousness and the quest for ethics in business within

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the legal confines of modern capitalism

Los lectores encontrarán aquí una aproximación al comportamiento del sector en términos de variables empresariales, las cuales son analizadas desde diferentes perspectivas. En concordancia con el espíritu interdisciplinar del proyecto, en este tomo participan investigadores de las Facultades de Administración de Empresas, Finanzas, Gobierno y Relaciones Internacionales, Comunicación Social, así como de varios departamentos de la Facultad de Derecho, en particular, los departamentos de Derecho Minero y Energético, Propiedad Intelectual, Comercial, Laboral, de los Negocios, Financiero y Bursátil. Se abordan las diferentes dimensiones empresariales del sector que requieren atención en el corto y mediano plazo. A lo largo de los capítulos el lector encontrará diversos análisis que abarcan las condiciones del entorno económico y regulatorio que están afectando la competitividad, y elementos institucionales que presentan un gran potencial para estimular el crecimiento, pero que al mismo tiempo pueden convertirse en obstáculos para su desempeño en el largo plazo; además, podrá comprender la forma como el desempeño del mercado mundial y las tendencias de futuro pueden condicionar variables empresariales concretas del mercado local, tales como la rentabilidad, la productividad y la inversión. Además, el tomo presenta una abundante información recolectada en

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fuentes secundarias, incluyendo testimonios de fuentes primarias, tales como empresarios, funcionarios de organizaciones e instituciones, y especialistas en el tema. Todo ello da cuenta de la complejidad de los escenarios que las empresas del sector deben enfrentar en la actualidad, y las estrategias que sus líderes deben ejecutar para responder a ellos.

La producción intelectual de la CEPAL en sus 70 años de existencia ha sido vasta en distintos ámbitos del desarrollo. En este libro se analizan y contextualizan los principales hitos e ideas del pensamiento económico de la CEPAL sobre recursos naturales, medio ambiente y sostenibilidad, organizados en las dos grandes etapas que han caracterizado la vida institucional: la estructuralista (1948-1990) y la neoestructuralista (de 1990 en adelante). A partir de una revisión sistemática de la literatura, se destacan ideas como el vínculo entre la especialización productiva en recursos naturales y los términos de intercambio desfavorables, formulada en los años cincuenta; la soberanía sobre los recursos naturales, en los sesenta; la enunciación temprana del principio de responsabilidades comunes pero diferenciadas, en los setenta; los estilos de desarrollo y medio ambiente, en los ochenta; la competitividad espuria, en los noventa, y la gobernanza de los recursos naturales, el estilo de desarrollo sostenible con igualdad y el gran impulso ambiental, en las dos primeras

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décadas del siglo XXI. El pensamiento neoestructuralista de la CEPAL es dinámico, abierto y se renueva permanentemente sin perder su tradición estructuralista. El libro aporta también elementos conceptuales para formular un neoestructuralismo ecológico.

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies

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driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future--one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

En 2019 el desempeño del comercio mundial de bienes sería el peor desde la crisis financiera. En esta edición de Perspectivas del Comercio Internacional de América Latina y el Caribe se analiza dicho fenómeno, así como las crecientes tensiones comerciales y las repercusiones en el comercio regional. La fuerte desaceleración del comercio mundial responde tanto a la acumulación de barreras comerciales desde 2018 como a otros factores de más larga data. Entre estos se destacan la menor demanda mundial, la creciente sustitución de importaciones por producción nacional en algunas economías, la menor proporción de la producción china que se destina a la exportación, el retroceso de las cadenas globales de valor y la irrupción de nuevas tecnologías que causan un impacto en la naturaleza misma del comercio. En el capítulo II se analiza la forma en que el comercio internacional puede hacer un mayor aporte a la sostenibilidad ambiental. Los vínculos entre comercio y medioambiente se han hecho más visibles desde los años noventa, como muestra el aumento de las controversias comerciales vinculadas con aspectos ambientales y la creciente

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incorporación de capítulos ambientales en los acuerdos comerciales. Por último, en el capítulo III se examina la situación de la infraestructura y la logística, aspectos clave para el comercio internacional y la producción. Se concluye destacando la necesidad de reexaminar las políticas públicas en materia de concesiones de infraestructura económica y el rol central de la acción regulatoria del Estado, especialmente en el ámbito de la competencia.

Recent technological innovation in fields such as robotics, automation, and artificial intelligence have reduced the number of workers required in a range of sectors, while lowering costs and increasing reliability. This trend has led policymakers, academics, CEOs, and entrepreneurs to ask what types of jobs will be most affected, what new skillsets will be needed for the jobs of tomorrow, and how governments can ease the transition. “The Future of Work: Regional Perspectives” considers how technology is likely to change labor markets in Africa, Developing Asia, Emerging Europe, Central Asia, Southern and Eastern Mediterranean, and Latin American and the Caribbean in the coming years. The study identifies concrete policy actions countries in these regions could take to face up to the challenges and seize the opportunities presented by emergent technology.

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