

Libro Execution Premium

The Execution Premium

In a world of stiffening competition, business strategy is more crucial than ever. Yet most organizations struggle in this area--not with formulating strategy but with executing it, or putting their strategy into action. Owing to execution failures, companies realize just a fraction of the financial performance promised in their strategic plans. It doesn't have to be that way, maintain Robert Kaplan and David Norton in The Execution Premium. Building on their breakthrough works on strategy-focused organizations, the authors describe a multistage system that enables you to gain measurable benefits from your carefully formulated business strategy. This book shows you how to: Develop an effective strategy--with tools such as SWOT analysis, vision formulation, and strategic change agendas Plan execution of the strategy--through portfolios of strategic initiatives linked to strategy maps and Balanced Scorecards Put your strategy into action--by integrating operational tools such as process dashboards, rolling forecasts, and activity-based costing Test and update your strategy--using carefully designed management meetings to review operational and strategic data Drawing on extensive research and detailed case studies from a broad array of industries, The Execution Premium presents a systematic and proven framework for achieving the financial results promised by your strategy.

The execution premium

Hoy en día parece que las empresas exitosas tienen un sistema para todo. De la adquisición de nuevos clientes a la gestión de la relación con el cliente, de la gestión de calidad a la medición del desempeño, los líderes de la industria han comprendido que instaurar procesos sistemáticos reduce el riesgo, evita la imprevisión y garantiza las mejores posibilidades de obtener buenos resultados. Sin embargo, la mayoría de las empresas aún no ha desarrollado un sistema para gestionar su proceso más importante: cómo desarrollar y ejecutar sus estrategias.En The Execution Premium, Robert Kaplan y David Norton demuestran que las empresas que utilizan un sistema formal de implementación de la estrategia sin duda superan a sus pares. Los autores sostienen que, si bien ya existen muchas de las herramientas necesarias para implementar una estrategia con efectividad, no se ha desarrollado todavía un marco que relacione los diversos elementos inherentes a esa implementación. En esta obra crean un sistema de gestión integral y novedoso que las empresas pueden utilizar para sustentar una ejecución estratégica de vanguardia.

The execution premium integrando la estrategia y las operaciones para lograr las ventajas competitivas

Praise for Praise for Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics \"A highly accessible collection of essays on contemporary thinking in performance management. Readers will get excellent overviews on the Balanced Scorecard, strategy maps, incentives, management accounting, activity-based costing, customer lifetime value, and sustainable shareholder value creation.\" —Robert S. Kaplan, Harvard Business School; coauthor of The Balanced Scorecard: Translating Strategy into Action, The Execution Premium, and many other books \"Gary Cokins demonstrates in this book that performance management is not a mysterious black art, but a structured, process-oriented discipline. If you want your performance management system to be a smoothly running analytical machine, read and apply the ideas in this book—it's all you need.\" —Thomas H. Davenport, President's Distinguished Professor of Information Technology and Management, Babson College; coauthor of Competing on Analytics: The New Science of Winning \"Drawing on a deep reservoir of knowledge and experience gained from hundreds of customer engagements around the world, Gary Cokins offers an authoritative examination of the major dimensions of performance management. Cokins not only paints a rich and textured view of the major principles and concepts driving performance management implementations, he offers a nuanced look at the important subtleties that can spell the difference between success and failure. This is an informative and enjoyable text to read!\" —Wayne Eckerson, Director of Research, The Data Warehouse Institute (TDWI); author of Performance Dashboards: Measuring, Monitoring, and Managing Your Business \"[In this] very insightful book, the view of an integrated performance management framework with a goal to link various operational activities with business strategy is an excellent approach to manage and improve business. Gary's explanation of risk-based performance management, for providing the capability to achieve long-term objectives with reliably calculated risks, is definitely thought provoking.\" —Srini Pallia, Global Head and Vice President of Business Technology Services, Wipro Technologies, Bangalore, India \"Gary Cokins is clearly one of the world's thought leaders in the area of performance management, and the need for integrated performance management, improvement and execution is clearly at a premium in these challenging economic times. This book is a must read for CEOs, CFOs, and management accountants around the globe seeking higher levels of sustainable business performance for their stakeholders.\" —Jeffrey C. Thomson, President and CEO, Institute of Management Accountants

Performance Management

The authors of \"The Balanced Scorecard\" and \"The Strategy-Focused Organization\" present a blueprint any organization can follow to align processes, people, and information technology for superior performance.

Strategy Maps

In the classroom, ABC looks like a great way to manage a company’s resources. But many executives who have tried to implement ABC on a large scale in their organizations have found the approach limiting and frustrating. Why? The employee surveys that

companies used to estimate resources required for business activities proved too time-consuming, expensive, and irritating to employees. This book shows you how to implement time-driven activity-based costing (TDABC), an easier and more powerful way to implement ABC. You can now estimate directly the resource demands imposed by each business transaction, product, or customer. The payoff? You spend less time and money obtaining and maintaining TDABC data—and more time addressing problems that TDABC reveals, such as inefficient processes, unprofitable products and customers, and excess capacity. The authors also show how to use TDABC to link strategic planning to operational budgeting, to enhance the due diligence process for mergers and acquisitions, and to support continuous improvement activities such as lean management and benchmarking. In presenting their model, the authors define the two questions required to build TDABC: 1) How much does it cost per time unit to supply resource capacity for each business process? 2) How much resource capacity (time) is required to perform work for a company’s many transactions, products, and customers? The book demonstrates how to develop simple, valid answers to these two questions. Kaplan and Anderson illustrate the TDABC approach with a wealth of case studies, in diverse settings, based on actual implementations.

Time-Driven Activity-Based Costing

Larry Bossidy is one of the world's most acclaimed CEOs, with a track record for delivering results that has few peers. Ram Charan is a legendary advisor to senior executives and boards of directors, with unparalleled insight into why some companies are successful and others not. The result is the book people in business need today. One with a highly practical framework for closing the gap between results promised and results delivered. After a long, stellar career with GE, Larry Bossidy became CEO of Allied Signal and transformed it into one of the world's most admired companies. Accomplishments like 31 consecutive quarters of earnings-per-share growth of 13% or more don't just happen. They result from consistent practice of the discipline of execution: understanding how to link the three core processes of any business together: people, strategy and operations.

Execution

This collection highlights the most important ideas and concepts from Robert S. Kaplan and David P. Norton, authors of The Balanced Scorecard, a revolutionary performance measurement system that allows organizations to quantify intangible assets such as people, information, and customer relationships. Also included are Strategy Maps, which enables companies to describe the links between intangible assets and value creation with a clarity and precision never before possible; The Execution Premium, which describes a multistage system to help companies to gain measurable benefits from carefully formulated business strategy; and The Strategy-Focused Organization, which introduces a new approach to make strategy a continuous process owned not just by top management, but by everyone.

Balanced Scorecard Success: The Kaplan-Norton Collection (4 Books)

" ... Pascal will illustrate the method by telling the story of the imaginary (but very real) Atlas Industries as it switches from traditional planning methods to rigorous strategy deployment. He will explain in detail how you and your organization can get the right things done by applying the method consistently"--P. vii, foreword.

Getting the Right Things Done

Does it seem you’ve formulated a rock-solid strategy, yet your firm still can’t get ahead? If so, construct a solid foundation for business execution—an IT infrastructure and digitized business processes to automate your company’s core capabilities. In Enterprise Architecture as Strategy: Creating a Foundation for Business Execution, authors Jeanne W. Ross, Peter Weill, and David C. Robertson show you how. The key? Make tough decisions about which processes you must execute well, then implement the IT systems needed to digitize those processes. Citing numerous companies worldwide, the authors show how constructing the right enterprise architecture enhances profitability and time to market, improves strategy execution, and even lowers IT costs. Though clear, engaging explanation, they demonstrate how to define your operating model—your vision of how your firm will survive and grow—and implement it through your enterprise architecture. Their counterintuitive but vital message: when it comes to executing your strategy, your enterprise architecture may matter far more than your strategy itself.

Enterprise Architecture As Strategy

BUSINESS STRATEGY. "The 4 Disciplines of Execution "offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator s Dilemma).\" Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it s likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. \"The 4 Disciplines of Execution\" can change all that forever.

The 4 Disciplines of Execution

How to close the gap between strategy and execution Two-thirds of executives say their organizations don’t have the capabilities to

support their strategy. In *Strategy That Works*, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies:

- Commit to what they do best instead of chasing multiple opportunities
- Build their own unique winning capabilities instead of copying others
- Put their culture to work instead of struggling to change it
- Invest where it matters instead of going lean across the board
- Shape the future instead of reacting to it

Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

Strategy That Works

"Product-Led Growth is about helping your customers experience the ongoing value your product provides. It is a critical step in successful product design and this book shows you how it's done." - Nir Eyal, Wall Street Journal Bestselling Author of "Hooked"

Product-Led Growth

Why do consumers pay a premium price for a brand? Is it better quality, the look and feel, or is it the brand's social standing? Author Nigel Hollis believes the answer to all those questions is "yes." Yet the vast majority of brands today trade on past equity and transient buzz. And marketers focus on plan execution rather than creating meaningful differentiation rooted in the brand experience. This lack of meaning is creating a market full of commodities rather than products that instill loyalty. But loyalty (i.e., repeat business) is the key to long term success, and that requires focusing on meaningful differentiation: functional, emotional, or societal. Here, brand expert Nigel Hollis focuses on the four components of a meaningfully different brand: purpose, delivery, resonance, and difference. This unique model will be applied to two very different brand models: premium priced and value priced. The models will show readers how to amplify what their brand stands for across all the brand touch points including: findability, affordability, credibility, vitality, and extendibility. The book will include cases of global brands such as Dyson, Johnnie Walker, Geico, Volkswagen, and more.

Brand Premium

The guide to shortening your execution cycle down from one year to twelve weeks Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, *The 12 Week Year* avoids the pitfalls and low productivity of annualized thinking. This book redefines your "year" to be 12 weeks long. In 12 weeks, there just isn't enough time to get complacent, and urgency increases and intensifies. The 12 Week Year creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound. Explains how to leverage the power of a 12 week year to drive improved results in any area of your life Offers a how-to book for both individuals and organizations seeking to improve their execution effectiveness Authors are leading experts on execution and implementation Turn your organization's idea of a year on its head, and speed your journey to success.

The 12 Week Year

This text introduces the spirit and theory of hacking as well as the science behind it all; it also provides some core techniques and tricks of hacking so you can think like a hacker, write your own hacks or thwart potential system attacks.

Hacking- The art Of Exploitation

An authoritative portrait of the Latin-American warrior-statesman examines his life against a backdrop of the tensions of nineteenth-century South America, covering his achievements as a strategist, abolitionist, and diplomat.

Bolivar

What is it about Napoleon Bonaparte that has led recognized leaders such as General George S. Patton to study his principles and inspired countless books on management and leadership to quote his maxims? *Napoleon on Project Management* explores the key principles behind this great historic leader’s successes to provide project managers the recipe for managing commitments and propelling their teams to victory. You’ll learn how to: leverage timeless wisdom to improve your project performance; prepare your team for battle through superior communication skills; apply Napoleon-level research, record-keeping, and organization methods to each of your projects; and gain an upper hand by understanding and leveraging the complex and essential dynamic between project management and strategic leadership. Who says history shouldn’t repeat itself? By exploring the leadership strategies that stand the test of time and learning how to avoid the triggers that ultimately lead to Napoleon’s downfall, you’ll learn how to strengthen and reinvigorate your modern-day project management practices, conquer every challenge, and help your organization grow and thrive.

Napoleon on Project Management

Valuation is a topic that is extensively covered in business degree programs throughout the country. Damodaran's revisions to \"Investment Valuation\" are an addition to the needs of these programs.

Investment Valuation

New York Times Bestseller Over 2.5 million copies sold For David Goggins, childhood was a nightmare -- poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring Outside magazine to name him \"The Fittest (Real) Man in America.\" In Can't Hurt Me, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities. Goggins calls this The 40% Rule, and his story illuminates a path that anyone can follow to push past pain, demolish fear, and reach their full potential.

Can't Hurt Me

As Harvard Business School professor and business executive Robert Steven Kaplan explains in this new book, leadership is accessible to all of us-today-and it starts with an ownership mind-set. You don't need an invitation to lead. Leadership is a dynamic way of thinking and acting that anyone can take on. For Kaplan, acting as a leader is a function of three key questions: 1. Do you work to figure out what you believe as if you were an owner? 2. Do you take action based on those beliefs? 3. Do you focus on adding value to others and take responsibility for the impact of your actions on others-both positive and negative? The book is full of stories taken from the author's own leadership experience as well as from his work helping various types of leaders and organizations. What's revealed is that leadership is not a role reserved for an elite few blessed with the right skills and key positions-it's about a focus on taking ownership and adding value to others. What's more, leadership is a lifelong journey of learning for which you must take responsibility. It's about learning to ask the right questions and learning to understand yourself. As in his earlier books, Kaplan asks probing questions, provides exercises, and suggests follow-up steps that will help you develop your skills, create new habits, and move you toward reaching your unique potential. What You Really Need to Lead is your key to unlocking the power of thinking and acting like an owner\"--

What You Really Need to Lead

Over seven years, 45 of the world's top investors were given between \$25 and \$150m to invest by fund manager Lee Freeman-Shor. His instructions were simple. There was only one rule. They could only invest in their ten best ideas to make money. It seemed like a foolproof plan to make a lot of money. What could possibly go wrong? These were some of the greatest minds at work in the markets today - from top European hedge fund managers to Wall Street legends. But most of the investors' great ideas actually lost money. Shockingly, a toss of a coin would have been a better method of choosing whether or not to invest in a stock. Nevertheless, despite being wrong most of the time, many of these investors still ended up making a lot of money. How could they be wrong most of the time and still be profitable? The answer lay in their hidden habits of execution, which until now have only been guessed at from the outside world. This book lays bare those secret habits for the first time, explaining them with real-life data, case studies and stories taken from Freeman-Shor's unique position of managing these investors on a day-to-day basis. A riveting read for investors of every level, this book shows you exactly what to do and what not to do when your big idea is losing or winning - and demonstrates conclusively why the most important thing about investing is always the art of execution.

The Art of Execution

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\"Nineteen Eighty-Four: A Novel\"

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The authors of the international bestseller Business Model Generation explain how to create value propositions customers can’t resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors’ global bestseller, Business Model Generation, this sequel explains how to use the “Value Proposition Canvas” to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it’s for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won’t work. You’ll learn the

simple process of designing and testing value propositions, that perfectly match customers’ needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the “Business Model Canvas” from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

Nineteen Eighty-Four

An adorable opposites-attract YA romance, from the TikTok sensation and globally bestselling author of The Atlas Six (under the penname Olivie Blake). My Mechanical Romance explores the vulnerability of first love . . . while building robots! 'Academic rivals to lovers is one of my favourite tropes and this book delivered it perfectly' - Lottie, NetGalley review Nerds are so hot. Especially battle-robot-building nerds. When Bel accidentally reveals a talent for engineering at school, she’s forced into joining the robotics club. Enter Mateo Luna, perfect on paper – captain of the football team and the robotics club – who recognizes Bel as a potential asset, even if they couldn’t be more different. And as the nights of after-school work grow longer, Bel and Teo realize they've made more than just a combat-ready robot for the championship: they’ve made a connection themselves. But with graduation approaching, their differences and what they want for their futures, threatens what they’ve built together. Can they survive Nationals without breaking their robots – or their hearts? 'An adorable, nerdy, feel-good read that will leave you blissfully satisfied' - NetGalley Review 'I sped through this book and loved every minute' - Poppy, NetGalley Review

Value Proposition Design

After being diagnosed with lung cancer, Roy Cady kills the men hired by his loan shark boss to kill him, and flees to Galveston, Texas, with a prostitute and her young sister, where they face more problems.

My Mechanical Romance

This book is among the first to present the mathematical models most commonly used to solve optimal execution problems and market making problems in finance. The Financial Mathematics of Market Liquidity: From Optimal Execution to Market Making presents a general modeling framework for optimal execution problems-inspired from the Almgren-Chriss app

Galveston

Bestselling Programming Tutorial and Reference Completely Rewritten for the New C++11 Standard Fully updated and recast for the newly released C++11 standard, this authoritative and comprehensive introduction to C++ will help you to learn the language fast, and to use it in modern, highly effective ways. Highlighting today’s best practices, the authors show how to use both the core language and its standard library to write efficient, readable, and powerful code. C++ Primer, Fifth Edition, introduces the C++ standard library from the outset, drawing on its common functions and facilities to help you write useful programs without first having to master every language detail. The book’s many examples have been revised to use the new language features and demonstrate how to make the best use of them. This book is a proven tutorial for those new to C++, an authoritative discussion of core C++ concepts and techniques, and a valuable resource for experienced programmers, especially those eager to see C++11 enhancements illuminated. Start Fast and Achieve More Learn how to use the new C++11 language features and the standard library to build robust programs quickly, and get comfortable with high-level programming Learn through examples that illuminate today’s best coding styles and program design techniques Understand the “rationale behind the rules”: why C++11 works as it does Use the extensive crossreferences to help you connect related concepts and insights Benefit from up-to-date learning aids and exercises that emphasize key points, help you to avoid pitfalls, promote good practices, and reinforce what you’ve learned Access the source code for the extended examples from informit.com/title/0321714113 C++ Primer, Fifth Edition, features an enhanced, layflat binding, which allows the book to stay open more easily when placed on a flat surface. This special binding method—notable by a small space inside the spine—also increases durability.

The Financial Mathematics of Market Liquidity

Start waking up to your full potential every single day with the updated and expanded edition of the groundbreaking book that has sold more than two million copies. “So much more than a book. It is a proven methodology that will help you fulfil your potential and create the life you’ve always wanted.” —Mel Robbins, New York Times bestselling author of The High 5 Habit and The 5 Second Rule Getting everything you want out of life isn’t about doing more. It’s about becoming more. Hal Elrod and The Miracle Morning have helped millions of people become the person they need to be to create the life they’ve always wanted. Now, it’s your turn. Hal’s revolutionary SAVERS method is a simple, effective step-by-step process to transform your life in as little as six minutes per day: - Silence: Reduce stress and improve mental clarity by beginning each day with peaceful, purposeful quiet - Affirmations: Reprogram your mind to overcome any fears or beliefs that are limiting your potential or causing you to suffer - Visualization: Experience the power of mentally rehearsing yourself showing up at your best each day - Exercise: Boost your mental and physical energy in as little as sixty seconds - Reading: Acquire knowledge and expand your abilities by learning from experts - Scribing: Keep a journal to deepen gratitude, gain insights, track progress, and increase your productivity by getting clear on your top priorities This updated and expanded edition has more than forty pages of new content, including: - The Miracle Evening: Optimize your bedtime and sleep to wake up every day feeling refreshed and energized for your Miracle Morning - The Miracle Life: Begin your path to inner freedom

so you can truly be happy and learn to love the life you have while you create the life you want

C++ Primer

DON'T MISS THE NEW TOM ROB SMITH NOVEL, COLD PEOPLE, OUT NOW! OVER 2 MILLION COPIES SOLD MOSCOW, 1953. Under Stalin’s terrifying regime, families live in fear. When the all-powerful State claims there is no such thing as crime, who dares disagree? AN INTERNATIONAL BESTSELLER IN OVER 30 LANGUAGES An ambitious secret police officer, Leo Demidov believes he’s helping to build the perfect society. But when he uncovers evidence of a killer at large – a threat the state won’t admit exists – Demidov must risk everything, including the lives of those he loves, in order to expose the truth. A THRILLER UNLIKE ANY YOU HAVE EVER READ But what if the danger isn’t from the killer he is trying to catch, but from the country he is fighting to protect? Nominated for seventeen international awards and inspired by a real-life investigation, CHILD 44 is a relentless story of love, hope and bravery in a totalitarian world. From the screenwriter of the acclaimed television series, THE ASSASSINATION OF GIANNI VERSACE: AMERICAN CRIME STORY.

The Miracle Morning (Updated and Expanded Edition)

The LitJoy Classics edition of Jane Eyre features a fully illustrated cover and interior end pages, five full-page illustrations, gold-color ribbon, custom slip cover, gilded gold page edges, and artwork by Felix Abel Klaer.

Child 44

The Innovation Book is your hands-on guide to turning new thinking into exciting opportunities. The quick-read format features an overview of each topic, what success looks like, the pitfalls to dodge and an action plan of what you can start doing - right now - to achieve success. Includes: Your Creative Self – how to become a more powerful innovator Leading Innovators – how to inspire and motivate creative people Creating Innovation – how to develop and test new concepts Winning with Innovation – how to sell your new ideas The Innovator’s Toolkit – 20+ tools to help you create, shape and share your ideas The Innovator’s Case Notes – real-life examples of innovation in action; what would you have done? The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Jane Eyre

Cementing is arguably the most important operation performed on a well. Well cementing technology is an amalgam of many interdependent scientific and engineering disciplines which are essential to achieve the primary goal of well cementing - zonal isolation. This textbook is a comprehensive and up-to-date reference concerning the application of these disciplines to cementing a well. ``Well Cementing'' is envisioned as an upper-level university book, as well as a reference for practicing engineers and scientists. The first section of the book illustrates how the quality of the hydraulic seal provided by the cement sheath can affect well performance. The second section concentrates on the design phase of a cementing treatment, and various aspects of cement job execution are covered in the third section. The fourth section addresses cement job evaluation. The text is supported by many tables and figures, an extensive bibliography and an index. There are also chapters devoted to subjects which are currently of particular interest to the industry, including the prevention of annular gas migration, foamed cements, and cementing horizontal wellbores. The chemistry associated with well cementing is presented in detail. Most of the contributors to this volume are employees of Dowell Schlumberger, one of the leading companies in this field.

The Innovation Book

Obra completa, única en su género, con enfoque práctico que permite al lector aplicar de inmediato los conceptos aprendidos, es el libro de texto para estudiantes de los cursos de Administración Estratégica, Análisis Estratégico, Estrategia, Estrategia Empresarial, Gerencia Estratégica, Estrategia en Acción y otras de contenido similar, es sumamente útil para empresarios, directores, gerentes, superintendentes, jefes, supervisores y, en general, a todo aquel profesional que tenga la responsabilidad de establecer y responder por objetivos y metas y que necesite tener en un solo volumen los elementos necesarios para facilitar el desarrollo y la implantación de estrategias.

Well Cementing

For centuries, Europe's great explorers were sent out to find Timbuctoo - a city supposedly built from pure gold. Most of them never returned alive. At the height of the Timbuctoo Mania, 200 years ago, an illiterate American sailor was found on the streets of snowbound London, claiming to have been taken there as a white slave.

Administración estratégica

Red Rising is the story of a society in a desolate future, riven by class conflict and shaken by the tremors of an impending revolution. But more than that, it's the story of Darrow--a secret revolutionary who is inspired not only by a longing for social justice, but by lost love. It's only when Darrow's beloved wife is executed by the oppressive government that he begins to question the harsh world he lives in. Recruited by an underground revolutionary cell, Darrow is given a perilous mission: infiltrate the academy that educates this elite--and become one of them.

TIMBUCTOO

A guide to Michael Porters thinking on competition and strategy, classic and current.

Red Rising

The book Lifehack calls \"The Bible of business and personal productivity.\" \"A completely revised and updated edition of the blockbuster bestseller from 'the personal productivity guru'\"—Fast Company Since it was first published almost fifteen years ago, David Allen’s Getting Things Done has become one of the most influential business books of its era, and the ultimate book on personal organization. “GTD” is now shorthand for an entire way of approaching professional and personal tasks, and has spawned an entire culture of websites, organizational tools, seminars, and offshoots. Allen has rewritten the book from start to finish, tweaking his classic text with important perspectives on the new workplace, and adding material that will make the book fresh and relevant for years to come. This new edition of Getting Things Done will be welcomed not only by its hundreds of thousands of existing fans but also by a whole new generation eager to adopt its proven principles.

Understanding Michael Porter

Getting Things Done

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