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<p><b>Sólo los paranoides sobreviven</b>-Andrew S. Grove 2006-04</p>
<p><b>Emprender y liderar una startup</b>-Ben Horowitz 2017-03-14 Traducción al español del best seller The Hard Thing About Hard Things.Ben Horowitz pasó de tener la startup tecnológica más prometedora de Silicon Valley a estar en plena crisis sin tesorería y con cerca de 500 empleados. Consiguió remontar y alcanzar la cima vendiendo su empresa por 1.600 millones de dólares.Este libro es una obra maestra por su enfoque práctico y lenguaje directo. Su autor comparte cómo superó sus propias carencias para llegar a ser un buen CEO, explicando su experiencia y ordenándola en lecciones y pautas de actuación.Es una lectura obligada para cualquier emprendedor. Es un verdadero máster para CEO, que va más allá de lo que se enseña en las escuelas de negocio o en los libros de gestión al uso. Dirigido a todo lector interesado en la gestión de empresas. Ben Horowitz pasó de tener la startup tecnológica más prometedora de Silicon Valley a estar en plena crisis sin tesorería y con cerca de 500 empleados. Consiguió remontar y alcanzar la cima vendiendo su empresa por 1.600 millones de dólares. Este libro es una obra maestra por su enfoque práctico y lenguaje directo. Su autor comparte cómo superó sus propias carencias para llegar a ser un buen CEO, explicando su experiencia y ordenándola en lecciones y pautas de actuación. Es una lectura obligada para cualquier emprendedor. Es un verdadero máster para CEO, que va más allá de lo que se enseña en las escuelas de negocio o en los libros de gestión al uso. Dirigido a todo lector interesado en la gestión de empresas.</p>

<p><b>El cliente sale de viaje</b>-Raquel Serradilla Juan 2019-05-27 Cliente es el que paga por algo, y el significado de este término apenas ha tenido una revisión desde la Antigua Roma. La mezcla de conceptos como usuario, consumidor, comprador, paciente, público, fiel o continuo lo hacen más complejo. Con la llegada de la Inteligencia Artificial van a cambiar todos los paradigmas de las relaciones empresa y cliente. Este libro es una reflexión que coloca al cliente en diferentes escenarios e intenta explicar el futuro de sus decisiones para entender las transformaciones que están sufriendo los servicios de atención al cliente y fidelización de las compañías.</p>
<p><b>Liderar con humildad</b>-Jeffrey A. Krames 2015-12-14 Cuando la revista Fortune publicó su lista de los "Mejores líderes del mundo", en el podio, sorprendentemente, estaba el nuevo Pontífice. Desde su elección como Papa, Bergoglio se hizo dueño de ese título... y mucho más. Logró cosas extraordinarias: le devolvió fresca a una institución que estaba envejeciendo, reavivó el catolicismo a nivel mundial y trajo esperanzas de un futuro mejor. ¿Cómo hizo un hombre que pasó su vida trabajando en los barrios pobres, lejos del Vaticano, para lograr esto? La respuesta está en su humildad, y en los principios básicos que nacen de ella. Liderar con el humildad explora esos doce principios y muestra cómo los líderes y ejecutivos pueden aplicarlos en sus actividades y organizaciones con resultados igualmente increíbles. Además, se ven casos concretos de las habilidades sin precedentes del Papa Francisco para inspirar al mundo en estos tiempos modernos y de crisis. Este libro revela el poder del método de un hombre sencillo, inteligente y práctico. Ayudará a las personas, sin importar edad, credo o vocación, a conducirse y a conducir equipos con autenticidad, porque el éxito de la gestión nace, sin duda, de un conductor humilde, que lidera con el ejemplo.</p>

<p><b>Poder cuántico para ganar más en los negocios</b>-Josep Alet Vilagines 2020-09-07 Cuando cambian las reglas de juego rápidamente, la mejora continua pierde sentido. El salto cuántico como un salto extraordinario a un nivel superior es lo más efectivo en el nuevo contexto hipercompetitivo. El futuro va a ser muy distinto del pasado y se requieren formas rompedoras de competir tanto personales como empresariales. El mundo es cuántico y rompe con las reglas competitivas del mundo clásico. Este mundo tiene unos principios que rigen su funcionamiento social y económico y que puedes hacer jugar en tu favor para crecer de forma más rápida, transformando las formas de hacer y generando más oportunidades de nuevos negocios. Aprovecha el efecto de las redes, la inteligencia artificial explotando los datos y los dispositivos digitales, así como el efecto multiplicador de los ecosistemas entrelazados. Josep Alet, que ayudó a comprender a miles de lectores las implicaciones de internet y la nueva economía con Marketing eficaz.com, aporta una nueva mirada a una realidad compleja y acelerada que requiere adoptar acciones con Enfoque, Empuje, Empatía y un Entrelazamiento para desarrollar estrategias efectivas para el crecimiento rentable en la nueva normalidad.</p>
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<p><b>Nuevas organizaciones en tiempos de caos</b>-Tom Peters 2005 Bienvenidos a un mundo en donde la imaginación es el mejor recurso de la economía. Vivimos en tiempos locos, y en un mundo loco, las organizaciones tradicionales no tienen ningún sentido. La noción de cambio ya no es actual, y Tom Peters nos exige sustituir esa palabra por revolución, tanto para describir la transformación de nuestro tiempo como para afrontarla. Peters, coautor de En busca de la Excelencia examina, comenta y aconseja más allá de los grandes conceptos que actualmente nos guían: la calidad total, la descentralización, la reducción de plantilla, etc. Cada capítulo constituye un modelo de organización, y el conjunto, un modelo global de gestión. Mediante observaciones, consejos, a veces atrevidos, preguntas y respuestas, Peters revela nuevas y radicales perspectivas sobre un futuro que ya es hoy.</p>
<p><b>Urgente y especial</b>- 1998</p>
<p><b>Urgente &amp; especial</b>- 1998</p>
<p><b>Mañanas en sombras</b>-Sergio Gaut vel Hartman 2005</p>
<p><b>Expansión</b>- 2002</p>
<p><b>Brasil, coloque un pie sin meter la pata</b>-Germán Segré 1999</p>
<p><b>Noticias de la semana</b>- 2006</p>
<p><b>Delibros</b>- 1997</p>
<p><b>Comunicación</b>- 2000</p>
<p><b>Libros españoles en venta</b>- 1998</p>
<p><b>LEV</b>- 1998</p>
<p><b>Bibliografía española</b>- 1998-11</p>

<p><b>Ten Arguments for Deleting Your Social Media Accounts Right Now</b>-Jaron Lanier 2018-05-29 "You might have trouble imagining life without your social media accounts, but virtual reality pioneer Jaron Lanier insists that we're better off without them. In Ten Arguments for Deleting Your Social Media Accounts Right Now, Lanier, who participates in no social media, offers powerful and personal reasons for all of us to leave these dangerous online platforms"--</p>
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<p><b>Knowing Mandela</b>-John Carlin 2013-12-03 Equal parts freedom fighter and statesman, Nelson Mandela bestrode the world stage for the past three decades, building a legacy that places him in the pantheon of history's most exemplary leaders. As a foreign correspondent based in South Africa, author John Carlin had unique access to Mandela during the post-apartheid years when Mandela faced his most daunting obstacles and achieved his greatest triumphs. Carlin witnessed history as Mandela was released from prison after twenty-seven years and ultimately ascended to the presidency of his strife-torn country. Drawing on exclusive conversations with Mandela and countless interviews with people who were close to him, Carlin has crafted an account of a man who was neither saint nor superman. Mandela's seismic political victories were won at the cost of much personal unhappiness and disappointment. Knowing Mandela offers an intimate understanding of one of the most towering and remarkable figures of our age.</p>
<p><b>The Dragons of Eden</b>-Carl Sagan 1977 The well-known astronomer and astrobiologist surveys current knowledge of the development of intelligence on Earth in various forms of life and explains his persuasion that intelligence must have developed along similar lines throughout the universe</p>

<p><b>The Book of Disquiet: The Complete Edition</b>-Fernando Pessoa 2017-08-29 For the first time—and in the best translation ever—the complete Book of Disquiet, a masterpiece beyond comparison The Book of Disquiet is the Portuguese modernist master Fernando Pessoa’s greatest literary achievement. An “autobiography” or “diary” containing exquisite melancholy observations, aphorisms, and ruminations, this classic work grapples with all the eternal questions. Now, for the first time the texts are presented chronologically, in a complete English edition by master translator Margaret Jull Costa. Most of the texts in The Book of Disquiet are written under the semi-heteronym Bernardo Soares, an assistant bookkeeper. This existential masterpiece was first published in Portuguese in 1982, forty-seven years after Pessoa’s death. A monumental literary event, this exciting, new, complete edition spans Fernando Pessoa’s entire writing life.</p>
<p><b>Interpretation and Overinterpretation</b>-Professor of Semiotics Umberto Eco 1992-03-05 This book brings together some of the most distinguished figures currently at work in philosophy, literary theory and criticism to debate the limits of interpretation.</p>

<p><b>Fast Second</b>-Constantinos C. Markides 2005 Discover why being a "fast second" is often more financiallyrewarding than being at the cutting edge. If you get there first, you'll lead the pack, right? Notnecessarily! The skill-sets of most established companies, saystrategy experts Constantinos Markides and Paul Geroski, are farbetter suited to scaling up newly created markets pioneered byothers (in other words, being "fast seconds") than to creatingthese markets from scratch. In Fast Second, they explore thecharacteristics of new markets, describe the skills needed tocreate and compete in them, and show how these skills match up withdifferent types of companies. Drawing on examples of successfullast-second firms such as Microsoft, Amazon, Canon, JVC, Heinz, andmany others, they illustrate how to determine which new marketshave the potential to be successful and how to move into thembefore the competition does, when to make a move into a new market,how to scale up a market, where to position a company in themarket, and whether to be a colonizer or a consolidator. Order your copy today!</p>
<p><b>Being Digital</b>-Nicholas Negroponte 2015-01-21 In lively, mordantly witty prose, Negroponte decodes the mysteries--and debunks the hype--surrounding bandwidth, multimedia, virtual reality, and the Internet, and explains why such touted innovations as the fax and the CD-ROM are likely to go the way of the BetaMax. "Succinct and readable. . . . If you suffer from digital anxiety . . . here is a book that lays it all out for you."--Newsday.</p>

<p><b>A User's Guide to the Brain</b>-John J. Ratey 2002 An accessible resource to the structure and chemistry of the brain explains how its systems shape our perceptions, feelings, and behaviors, while outlining the author's theory of the dynamic interaction between the four major brain systems. Reprint. 25,000 first printing.</p>
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<p><b>Sex at Dawn</b>-Christopher Ryan 2010-06-29 Since Darwin's day, we've been told that sexual monogamy comes naturally to our species. Mainstream science—as well as religious and cultural institutions—has maintained that men and women evolved in families in which a man's possessions and protection were exchanged for a woman's fertility and fidelity. But this narrative is collapsing. Fewer and fewer couples are getting married, and divorce rates keep climbing as adultery and flagging libido drag down even seemingly solid marriages. How can reality be reconciled with the accepted narrative? It can't be, according to renegade thinkers Christopher Ryan and Cacilda Jethá. While debunking almost everything we "know" about sex, they offer a bold alternative explanation in this provocative and brilliant book. Ryan and Jethá's central contention is that human beings evolved in egalitarian groups that shared food, child care, and, often, sexual partners. Weaving together convergent, frequently overlooked evidence from anthropology, archaeology, primatology, anatomy, and psychosexuality, the authors show how far from human nature monogamy really is. Human beings everywhere and in every era have confronted the same familiar, intimate situations in surprisingly different ways. The authors expose the ancient roots of human sexuality while pointing toward a more optimistic future illuminated by our innate capacities for love, cooperation, and generosity. With intelligence, humor, and wonder, Ryan and Jethá show how our promiscuous past haunts our struggles over monogamy, sexual orientation, and family dynamics. They explore why long-term fidelity can be so difficult for so many; why sexual passion tends to fade even as love deepens; why many middle-aged men risk everything for transient affairs with younger women; why homosexuality persists in the face of standard evolutionary logic; and what the human body reveals about the prehistoric origins of modern sexuality. In the tradition of the best historical and scientific writing, Sex at Dawn unapologetically upends unwarranted assumptions and unfounded conclusions while offering a revolutionary understanding of why we live and love as we do.</p>
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<p><b>Democracia</b>-José Nun 2002 Los parecidos de familia - Atenas y esparta - Schumpeter y los políticos - Las teorías pluralistas - La declaración de 1948 - Capitalismo y democracia: primera aproximación - La alquimia keynesiana - Marshall y los ciudadanos - De Schumpeter de los países capitalistas avanzados - Las transiciones europeas a la democracia - Capitalismo y democracia: segunda aproximación - De los treinta gloriosos a la gran recesión - Los estados de bienestar en transición - El caso de América Latina - Un balance desdichado - Una idea y sus manifestaciones concretas - La democracia condicional - Los parecidos engañosos.</p>
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<p><b>The Black Swan</b>-Nassim Nicholas Taleb 2007-04-17 The Black Swan is a standalone book in Nassim Nicholas Taleb’s landmark Incerto series, an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don’t understand. The other books in the series are Fooled by Randomness, Antifragile, and The Bed of Procrustes. A black swan is a highly improbable event with three principal characteristics: It is unpredictable; it carries a massive impact; and, after the fact, we concoct an explanation that makes it appear less random, and more predictable, than it was. The astonishing success of Google was a black swan; so was 9/11. For Nassim Nicholas Taleb, black swans underlie almost everything about our world, from the rise of religions to events in our own personal lives. Why do we not acknowledge the phenomenon of black swans until after they occur? Part of the answer, according to Taleb, is that humans are hardwired to learn specifics when they should be focused on generalities. We concentrate on things we already know and time and time again fail to take into consideration what we don’t know. We are, therefore, unable to truly estimate opportunities, too vulnerable to the impulse to simplify, narrate, and categorize, and not open enough to rewarding those who can imagine the “impossible.” For years, Taleb has studied how we fool ourselves into thinking we know more than we actually do. We restrict our thinking to the irrelevant and inconsequential, while large events continue to surprise us and shape our world. In this revelatory book, Taleb explains everything we know about what we don’t know, and this second edition features a new philosophical and empirical essay, “On Robustness and Fragility,” which offers tools to navigate and exploit a Black Swan world. Elegant, startling, and universal in its applications, The Black Swan will change the way you look at the world. Taleb is a vastly entertaining writer, with wit, irreverence, and unusual stories to tell. He has a polymathic command of subjects ranging from cognitive science to business</p>
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to probability theory. The Black Swan is a landmark book—itself a black swan. Praise for Nassim Nicholas Taleb “The most prophetic voice of all.”—GQ Praise for The Black Swan “[A book] that altered modern thinking.”—The Times (London) “A masterpiece.”—Chris Anderson, editor in chief of Wired, author of The Long Tail “Idiosyncratically brilliant.”—Niall Ferguson, Los Angeles Times “The Black Swan changed my view of how the world works.”—Daniel Kahneman, Nobel laureate “[Taleb writes] in a style that owes as much to Stephen Colbert as it does to Michel de Montaigne. . . . We eagerly romp with him through the follies of confirmation bias [and] narrative fallacy.”—The Wall Street Journal “Hugely enjoyable—compelling . . . easy to dip into.”—Financial Times “Engaging . . . The Black Swan has appealing cheek and admirable ambition.”—The New York Times Book Review From the Hardcover edition.

**The Manufacture of Madness**-Thomas Szasz 1997-04-01 In this seminal work, Dr. Szasz examines the similarities between the Inquisition and institutional psychiatry. His purpose is to show “that the belief in mental illness and the social actions to which it leads have the same moral implications and political consequences as had the belief in witchcraft and the social actions to which it led.”

**Made to Stick**-Chip Heath 2007-01-02 NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to improve your idea’s chances—essential reading in the “fake news” era. Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them “stick.” In Made to Stick, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach’s lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. Made to Stick will transform the way you communicate. It’s a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, Made to Stick shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick. BONUS: This edition contains an excerpt from Chip Heath and Dan Heath’s Switch.

**The Indian Clerk**-David Leavitt 2010-08-10 Based on the remarkable true story of G. H. Hardy and Srinivasa Ramanujan, and populated with such luminaries such as D. H. Lawrence, Bertrand Russell, and Ludwig Wittgenstein, The Indian Clerk takes this extraordinary slice of history and transforms it into an emotional and spellbinding story about the fragility of human connection and our need to find order in the world. A literary masterpiece, it appeared on four bestseller lists, including the Los Angeles Times, and received dazzling reviews from every major publication in the country.

**Collapse**-Jared Diamond 2013-03-21 From the author of Guns, Germs and Steel, Jared Diamond’s Collapse: How Societies Choose to Fail or Survive is a visionary study of the mysterious downfall of past civilizations. Now in a revised edition with a new afterword, Jared Diamond’s Collapse uncovers the secret behind why some societies flourish, while others founder - and what this means for our future. What happened to the people who made the forlorn long-abandoned statues of Easter Island? What happened to the architects of the crumbling Maya pyramids? Will we go the same way, our skyscrapers one day standing derelict and overgrown like the temples at Angkor Wat? Bringing together new evidence from a startling range of sources and piecing together the myriad influences, from climate to culture, that make societies self-destruct, Jared Diamond’s Collapse also shows how - unlike our ancestors - we can benefit from our knowledge of the past and learn to be survivors. 'A grand sweep from a master storyteller of the human race' - Daily Mail 'Riveting, superb, terrifying' - Observer 'Gripping ... the book fulfils its huge ambition, and Diamond is the only man who could have written it' - Economist 'This book shines like all Diamond's work' - Sunday Times

**Gente que conocí**-León Valencia 2007

**Wisdom from Women in the Bible**-John C. Maxwell 2015-07-16 If you could spend a few minutes with biblical heroines Ruth, Sarah, Mary, and others, what valuable lessons would they share with you? In the tradition of Running with the Giants and Learning from the Giants, John Maxwell shares wisdom on life and leadership inspired by the Bible-this time focusing solely on the stories of nine incredible women. Learn how God blesses the promises you keep to Him, why you should follow your heart to find your hope, and how not to miss your moment with God. Read on your own or study with a group using the provided faith-building questions. You'll enjoy the journey with Maxwell as he imagines what it would be like to visit heaven and meet giants of the faith who had their lives transformed by God. You'll gain insights from: Ruth...for when you must make a decision but don't know what to do. Sarah...for when you can't understand God and impatience threatens to overwhelm you. Mary...for when God asks you to do something outside of your comfort zone. The women who influenced Maxwell inspired this book, and he includes the perspectives of those closest to him in this volume. They and the giants of the faith who continue to inspire them will encourage you to fulfil your destiny and leave a lasting, positive impression on your family and the world.

**Introduction to Psychology**-Dennis Coon 2001

**The City in History**-Lewis Mumford 1961 An examination of Cities of the Western world tracing their development from Egypt through the Middle Ages to the present

**Biology**-Cecie Starr 2005-11 Highlights the connections between biology and real-life. This book offers online exercises to promote critical thinking about issues students face as consumers, parents and citizens. It offers diagnostic quizzes with automatically graded results that flow directly into instructor gradebook (iLrn, WebCT or BlackBoard).

**In Search of Memory: The Emergence of a New Science of Mind**-Eric R. Kandel 2007-03-17 “A stunning book.”—Oliver Sacks Memory binds our mental life together. We are who we are in large part because of what we learn and remember. But how does the brain create memories? Nobel Prize winner Eric R. Kandel intertwines the intellectual history of the powerful new science of the mind—a combination of cognitive psychology, neuroscience, and molecular biology—with his own personal quest to understand memory. A deft mixture of memoir and history, modern biology and behavior, In Search of Memory brings readers from Kandel's childhood in Nazi-occupied Vienna to the forefront of one of the great scientific endeavors of the twentieth century: the search for the biological basis of memory.

**Did Adam and Eve Have Navels?**-Martin Gardner 2000 A master debunker of scientific fraud and psuedo-science takes on numerology, Freud's dream theory, reflexology, and the Heaven's Gate cult, among other assaults on reason and rational thought.

**Strategy Is Destiny**-Robert A. Burgelman 2020-03-24 How did a pioneering company in the semiconductor industry not only survive but thrive in the face of the explosive change and upheavals that forced it to transform itself twice in the course of its thirty-year history? The answer lies in the quality of its strategy-making process, contends leading strategic management scholar Robert A. Burgelman in this extraordinary book based on an exhaustive twelve-year study he conducted inside Intel Corporation. At once a history of strategy-making at Intel as well as a strategy-making field manual that any high-technology manager will need to consult frequently, Strategy Is Destiny truly describes strategy-in-action as the way of life of senior executives in the corporation of the future.