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# Empresas Que Perduran

**W. Chan Kim, Renée Mauborgne**



## Empresas Que Perduran:

**Empresas que sobresalen** ,2006-02      *Empresas que perduran* James Charles Collins, Jerry I. Porras, 1996

Empresas que caen Jim Collins, 2021-03-10 El declive se puede detectar El declive se puede evitar El declive se puede revertir Jim Collins es probablemente el académico más reconocido del mundo de la empresa y del management Trabajó durante cinco años en Empresas que sobresalen que publicado en 2001 se convirtió rápidamente en un éxito internacional Los críticos siguen considerándolo el mejor libro de management de la pasada década Tras el impacto generado por la caída de gigantes como Lehman Brothers o Enron Collins ha dedicado otro lustro a estudiar qué factores arrastran a las grandes empresas a la ruina El declive puede ser detectado con la suficiente antelación para corregirlo cuando no puede caer una compañía para que su recuperación sea inevitable como se puede corregir una mala situación En consecuencia se trata de saber cuáles son los síntomas y las fases de la caída Siendo capaces de predecirla y detectarla se puede revertir a tiempo Y cuáles son para Collins esas fases Fase 1 arrogancia nacida del éxito Fase 2 persecución indisciplinada del crecimiento Fase 3 negación del riesgo y el peligro Fase 4 búsqueda dramática de la salvación Fase 5 capitulación Ser insignificante o morir Toda organización no importa lo grande que sea es vulnerable No existe ninguna ley que garantice la supervivencia pero como concluye este trabajo de investigación algunas empresas logran sobrevivir a las crisis siendo aún más fuertes que antes **La estrategia del océano azul** W. Chan Kim, 2005 CONTENIDO La creación de los océanos azules Herramientas y esquemas analíticos Reconstrucción de las fronteras del mercadeo Enfocarse en la perspectiva global no en las cifras Ir más allá de la demanda existente Aplicar la secuencia estratégica correcta Vencer las principales barreras organizacionales Incorporar la ejecución a la estrategia Conclusión sostenibilidad y renovación de la estrategia del océano azul **Empresas que perduran** James C. Collins, 1995 **Empresas Que Perduran** James C. Collins, Jerry I. Porras, 2003-07 *Empresas que perduran principios exitosos de compañías triunfadoras* James Charles Collins, Jerry I. Porras, 2006 *Hacia una calidad más robusta con ISO 9000: 2000* ,2001 *Empresas que sobresalen* Jim Collins, 2011-02-04 Cómo pueden sobresalir las empresas cuáles son las características diferenciadoras universales que hacen que una compañía pueda sobresalir respecto a las otras Tras un amplio estudio Collins y su equipo de investigación identificaron una serie de empresas que experimentaron un importante progreso fruto de sus magníficos resultados y que además los mantuvieron durante al menos quince años Después de dar el salto estas empresas generaron una rentabilidad acumulada de las acciones que superó al mercado bursátil en general en una media de siete veces durante quince años mejor que el doble de los resultados obtenidos por un índice compuesto por las principales empresas del mundo incluidas Coca Cola Intel General Electric y Merck El equipo de investigación contrastó las diferencias existentes entre este grupo de empresas y otro que no lo había logrado En qué se diferenciaban entre sí por qué unas se volvieron muy rentables y otras no Durante cinco años se analizó el historial de las veintiocho empresas del estudio Después de valorar montañas de datos y miles de páginas de entrevistas Collins y su equipo descubrieron las claves

determinantes de la grandeza o lo que es lo mismo por qu algunas empresas sobresalen y otras no Las conclusiones plasmadas en este libro sorprender n y dar n luz sobre todas las reas de la estrategia y la pr ctica de la gesti n El liderazgo necesario para dirigir una empresa El concepto de erizo simplicidad dentro de los tres c rculos Cultura de la disciplina Aceleradores de tecnolog a El disco y la espiral de declive Este libro elegido por medios de referencia como uno de los mejores de la pasada d cada est considerado como la f rmula para el xito de cualquier empresa Por tanto qui n puede permitirse ignorar sus conclusiones

**Resiliencia** Ben Schneider,2006 **Empresas que sobresalen de Jim Collins (Análisis de la obra)** 50Minutos,2017-05-19 en50MINUTOS es te ofrece un an lisis r pido y conciso de Empresas que sobresalen de Jim Collins un superventas que cuenta con m s de cuatro millones de ejemplares vendidos Si quieres descubrir en un tiempo r cord los criterios que abren la puerta a la excelencia en el competitivo mundo empresarial en50Minutos es te lo pone f cil Comienza hoy mismo a ampliar tus horizontes con en50MINUTOS es En tan solo 50 minutos este libro te aportar Los trucos para hacer tuyo el concepto de excelencia en el marco empresarial concebido por Jim Collins y la oportunidad de descubrir el contexto y los autores que le ayudan a forjar su particular visi n de esta noci n Todo lo necesario para que te conviertas en un l der de nivel 5 el primer paso para llevar a tu empresa a la excelencia Las claves para aplicar los conceptos enunciados por Collins como la cultura de la disciplina para conseguir que tu empresa alcance y mantenga un buen rendimiento a lo largo del tiempo Sobre en50MINUTOS es Book Review en50MINUTOS es te ofrece an lisis r pidos y pr cticos de grandes superventas que te ayudar n a triunfar tanto en el mbito profesional como en la esfera privada Nuestras obras sintetizan los libros de forma completa y gil para que puedas sacarles todo el jugo sin perder ni un minuto A qu esperas para marcar la diferencia Con Book Review en50MINUTOS es atr vete a pensar en grande

*El Poder de Los Valores En Las Organizaciones* Jorge Yarce,2006-07-01 *Empresas centradas en las personas* Alejandro Carrera,Hernán Fitte,2025-04-06 El lector puede pensar que es una trivialidad hablar de empresas centradas en las personas pero todos sabemos que dirigir empresas es una tarea ardua dif cil y compleja y es por ello que poner el foco en la persona aunque obvio se hace cada vez m s necesario y relevante Usted tiene entre manos un escrito que explica de manera clara y rigurosa que toda organizaci n humana encuentra su fin ltimo en el servicio a las personas pues sta es su verdad m s radical En particular la empresa existe para atender necesidades insatisfechas crear riqueza genuina proveer a su continuidad en el tiempo y promover el desarrollo humano de todas las personas vinculadas a ella El management encuentra el sentido m s noble de su tarea en crear organizaciones con estas caracter sticas En un mundo tan cambiante vol til complejo disruptivo y sorpresivo como el actual este modo hol stico de considerar las organizaciones es la manera m s segura de convivir con la incertidumbre

, *El mundo de las empresas* Ángel Muñoz López,2008-11-15 El mundo de las empresas seg n su autor nos aproxima al fascinante futuro de la gesti n en un escenario cada vez m s globalizado as como al inquietante devenir de las empresas en un mundo cada vez m s competitivo Posiblemente era necesario un manual de estas caracter sticas para repasar de manera

escrupulosa desde los conceptos básicos y elementales de la gestión herramientas de trabajo matrices diagramas cronogramas etc hasta las técnicas más vanguardistas del uso en esta reingeniería y benchmarking y de alguna manera hacia la consecución del mayor valor añadido a través del control de indicadores de evaluación técnicos y económicos ANS y cuadros de mando Introducirse en el corazón del libro es acceder a una valiosa información acerca de lo que ha sucedido en los últimos cien años en las empresas también de cuáles han sido sus técnicas y estrategias hacia dónde se dirigen las últimas tendencias y por último cuáles son los sectores más prometedores y por qué La última parte de la obra analiza en detalle el cambio más profundo que se está desarrollando en la actualidad en el seno de las grandes corporaciones respecto al tipo de management y a la búsqueda del benchmarking estratégico el paso hacia la nueva nomenclatura de las multinacionales a las unimundiales así como los saltos cualitativos en los cambios de la dirección por objetivos hacia la dirección por valores y de los criterios economicistas hacia los criterios sostenibles Para terminar detalla una serie de perfiles respecto a los tipos de talento necesarios para ejercer el papel en los nuevos liderazgos INDICE RESUMIDO Historia de las organizaciones Principios y herramientas de gestión La gestión Análisis estratégico Técnicas de reducción de costes Valor añadido y estrategias para el crecimiento Acuerdos de nivel de servicio Grados de cumplimiento y grados de alcance Cuadro de Mando Los últimos acontecimientos empresariales Análisis de las 100 mayores empresas del mundo Los nuevos criterios para empresas sostenibles Hacia el benchmarking estratégico de las Unimundiales *En Clase Con Drucker* William Cohen, 2008-03 *La estrategia del océano azul* W. Chan Kim, Renée Mauborgne, 2015-10-01 Este libro éxito de ventas a nivel mundial desafía todo lo que creas saber sobre los requisitos imprescindibles para tener éxito en tus negocios Actualizado con nuevo contenido La estrategia del océano azul sostiene que la competencia encarnizada queda reducida a un océano ensangrentado de rivales que luchan por unos beneficios cada vez más pequeños Basado en un estudio de 150 estrategias que cubren más de 100 años a través de 30 sectores empresariales los autores muestran que el éxito duradero no tiene su origen en las batallas libradas con los competidores sino en la creación de océanos azules nuevos espacios de mercado sin explotar que están maduros para el crecimiento *Zag* Marty Neumeier, 2011-09 En un mundo de extrema saturación lo que salta a la primera página es algo más que la diferenciación es la diferenciación radical que tiene que ver con encontrar un espacio de mercado totalmente nuevo del que puedas apropiarte y defenderlo obteniendo beneficios durante años en lugar de meses Hacer zag cuando todos hacen zig Esa es la clave para sobrevivir en una época en la que proliferan los productos de imitación hay un exceso de oferta y los consumidores y no las empresas son quienes deciden qué marcas sobreviven y cuáles no **Pensar rápido, pensar despacio** Daniel Kahneman, La obra definitiva del psicólogo más importante del mundo premio Nobel de Economía en 2002

*Management en el tercer milenio* A. Muñoz López, 1997 INDICE CULTURA EMPRESARIAL La Nueva Cultura Corrientes Empresariales Cultura para la innovación TEORIAS PARA LA INNOVACIÓN La nueva logística Técnicas de control y dominio del entorno Arquitectura de redes sin reglas Mapas de Navegación Referencias Bibliografía Índice de autores índice analítico

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