



La creación de valor en las finanzas: mitos y paradigmas (Spanish Edition)

Manuel Chu Rubio

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Esta obra ofrece los fundamentos para enfrentar la creciente presión de parte de los accionistas y stakeholders para crear valor en sus organizaciones. Resume aquello que falta conocer acerca de la filosofía de creación de valor en la gestión financiera y presenta los puntos de vista de un gran número de seguidores de dicha filosofía a partir de las experiencias de algunas empresas peruanas.

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