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Laura Fischer siempre ha coordinado investigaciones en donde sus estudiantes realizan pr á cticas profesionales, esto con el objetivo de empujarlos a que tengan un entendimiento real de la mercadotecnia, y as í lograr que los mismos se integren r á pidamente al á mbito profesional.

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LAURA FISCHER. MCGRAW-HILL INTERAMERICANA 4 9786071505392. MERCADOTECNIA . Autor: ... La cuarta edici ó n de mercadotecnia mantiene su principal objetivo que es proporcionar al estudiante o profesional del á rea un marco te ó rico de la mercadotecnia, basado en aplicaciones en M é xico y Latinoam é rica, que le permitan tomar decisiones ...

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This introduction provides a clear framework for understanding and analyzing securities, and covers the major institutional features and theories of investing. While the book presents a thorough discussion of investments, the authors keep the material practical, relevant, and easy to understand. The latest developments in investments are brought to life through the use of tables, graphs, and illustrations that incorporate current market information and academic research. An international content deals directly with international securities and securities markets throughout the book—along with currency management and interest rate parity. Up-to-date " Money Matters " articles reflect the latest real-world developments and are provided throughout each chapter to give readers a sense of how practitioners deal with various investment issues and use techniques. Other coverage includes an array of investment tools—presented through discussions on stocks, bonds, and other securities such as options and futures. A guide to reviewing, forecasting, and monitoring—for individuals preparing to make investments or take the CFA exam.

This text emphasizes the three major driving forces behind e-commerce: technological change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.

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