



Cine y casos de negocios: una mirada multidisciplinaria (Spanish Edition)

Moira Nakousi, Daniel Soto

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Cine y casos de negocios. Una mirada multidisciplinaria es una obra colectiva desarrollada por el Centro de Innovación Financiera de la Escuela de Negocios de la Universidad Adolfo Ibáñez, con el apoyo técnico de EY, que está destinada principalmente al conocimiento y la enseñanza de las diversas disciplinas vinculadas a los negocios.

El libro analiza e interpreta las 15 mejores películas sobre negocios de todos los tiempos y las emplea como casos de estudio cubriendo una amplia gama de temas como: liderazgo, emprendimiento, gobiernos corporativos, perfiles criminales, diseño de productos, valoración de activos, psicología organizacional, innovación, compliance, estrategias de marketing y ventas, white collar crime, contratos financieros, negocios internacionales y derechos humanos, entre muchos otros.

Cine y casos de negocios. Una mirada multidisciplinaria es un libro para interesados, estudiantes y académicos vinculados con negocios y empresa, pero también es un texto para los entusiastas del cine y de una buena conversación en torno a una película.

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