Recursos Audiovisuales por Tema

Preparado por: Kristian Escalera, estudiante asistente
Revisado por: Prof. Lourdes Cádiz
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Recursos audiovisuales en DVD’s por tema

**American Airlines, Inc.**  
*Airlines- Management*  
Inside American Airlines  
HE9803 .A95I575 2008

**Automobile Industry and trade--Brazil**  
Global Business: A case study of Volvo in Brazil  
HD9710 .B82G66

**Bank and Banking--History**  
The invention of banking  
HG2563 .I58 2004

**Becker, Gary S. --Interviews**  
A conversation with Gary S. Becker  
HB74 .B48 2003

**Body Language—Cross-cultural studies**  
Body language: An International view  
BF637 .N66B63 2006

**Business case studies**  
**General Motors Holden’s Limited**  
Key functions of business: A Case study  
HD31 .K34 2006

**Business communication**  
How to develop effective communication skills  
HF5548.8 .H6 2004

**Business enterprises—Economic aspects**  
**Industries—Social aspects**  
Business & external factors: How ‘Pest’ works in the real world  
HD2326 .B87 2005
**Business enterprises—Finance**
How to be more successful in your own business, a comprehensive seminar for business owners
HG4027.7 .H69 1986

**Business etiquette—Spain**
**Intercultural communication—Great Britain**
Working with the spanish
HF5389 .W67 2001

**Business ethics—United States**
News hour business ethics anthology
HF5387 .N49 2005

**Business planning**
The Business plan
HD30.28 .B87 2010

**Business presentations**
**Public Speaking**
Basic of How to Plan, Write and Give a Winning Presentation
HF5718.22 .B37 2006
Killer presentation skills
HF5718.22 .K55

**Business--Vocational guidance**
Business, management & administration
HF5382 .B87 2008

**Cellular telephones—Japan--Design**
Design battles: Competition for Japan’s cell phone market
TK6570 .M6D47 2008

**Chief executive officers**
CEO Stories: In their own words;
HD38.2 .C46 2006
V.1 Luciano Benetton: image maker
V.2 Louis Schweitzer: Chairman of Renault
V.3 Patricia Barbizet: CEO of Artémis
V.4 Stelios Haji-loannou: The man behind easyJet
China -- Economics conditions -- 2000
China seeking a life of abundance
HC427.95 .C45 2006

Coase, R.H. -- Interviews
A conversation with Ronald H. Coase
HB119 .A5C69 2002

Communication in personnel management
Interpersonal communications
Communication nightmares
HF5549.5 .C66 2005

Conflict management
Intergroups relations
Six ways to resolve conflict
HD42 .S59 2000
Conflict resolution
HF5718 .C67 2007

Cotton farmers
Cotton trade
The cotton wars
HD9070.5 .C68 2007

Economics
Adam Smith and the wealth of nations
HB103 .S6A3 2000

Economics—Great Britain
The life and thought of Friedrich A. Hayek
HB101 .H39L5 2003

Electronic commerce—Case studies
E-Commerce in business
HF5548.32 .E26 2004
**Electronic information resource searching**
Research skills: Avoiding Plagiarism
Z711.2 .R474 2004 V.1
Research skills: Evaluating Sources
Z711.2 .R474 2004 V.2
Research skills: Media Literacy
Z711.2 .R474 2004 V.3
Research skills: Organizing Research
Z711.2 .R474 2004 V.4
Research skills: Presenting & Communicating Research
Z711.2 .R474 2004 V.5
Research skills: Searching the Internet
Z711.2 .R474 2004 V.6

**Employments Portfolio**

**Job hunting**
Power portfolio: using your portfolio
HF5383 .P682 2004
HF5383 .P68 2004

**Factory and trade waste—Environmental aspects--Mexico**
Borderline cases environmental matters at the United-States Mexico borders
TD897.8 .M6867 1997

**Finance**
Financing a business a guide through the maze
HG173 .F56 2002

**Free trade North America**

**Mexico-- Foreign economics relations—United States**
NAFTA and the new economic frontier: Life along the U.S/Mexico Border
HF1746 .N34 2004

**Global economics**
HD75 .G56 2007
v.1 Global resources: Management and competition
v.2 Global exchange: Free trade and protectionism
v.3 Global capital market: Risks and rewards
**Intercultural communication**
Cross-cultural communication: How culture affects communication
HM1211.C75 2005

**International business enterprises—Management—Case studies**
Building multilevel global brands
HD 62.4 .B84 2002
New ways to improve the bottom line
HD62.4 .G47 2002
v.1 Discontinuous market change and strategic repositioning
v.2 Technological change repositioning
v.3 Optimizing the value chain repositioning
v.4 Costumer focus
v.5 The Value of brand names
v.6 Knowledge management
v.7 Financial management
v.8 Production planning and cost management
v.9 Responsibility to stakeholders
v.10 Formulating a Business Plan
Case studies from the multinational marketplace
HD2755.5 .C37 2005
v.1 Get Cartier! Defending a crown
v.2 Barbie’s midlife crisis: Mighty Mattel fights back
v.3 Coke’s water bomb: The Dasani fiasco
v.4 Shell Shock: The failure of corporate ethics
v.5 eBay: Managing success

**International economics relations**
Globalization; winners & losers
HF1379 .G56 2004

**Interpersonal communication**
Principles of interpersonal communication
BF637 .C45P75 2008

**Investments**
Stock market basics
HG4661 .S86 2004
Leadership in literature
Passion and discipline
HM1261 .P38 2006

Macroeconomics
Teaching tools for macroeconomics, government, and international trade
HB172.5 .M33 2007

Madoff, Bernard L.
Ponzi schemes—United States—Case studies
The Madoff affair
HV6692 .M33M333 2009

Marketing
The Four P’s marketing strategies
HF5415 .F67 2010
The Four P’s Part 1: Product and Pricing
HF5415 .S73 2004 pt.5
The Four P’s Part 2: Place and Promotion
HF5415 .S73 2004 pt.6

Marshall Plan
Money—United States--History
The Fabulous story of the American dollar
HG501 .F34 2008

Microeconomics
Teaching tools for microeconomics
HB172 .M53 2006

Offshore outsourcing--India
Computer service industry—Subcontracting--India
1-800-India: Importing a white-collar economy
HD2365 .O53 2006

Organizational change
Built to change: How to sustain organization effectiveness
HD58.8 .B85 2006
Poverty—International cooperation
A Blueprint for change
HC79 .P63B5 2005

Pricing
Marketing—Decision making
Pricing strategy: Defining value
HF5416.5 .P754

Product Management
Manufacturing and the product cycle: A case study of Moran furniture
HF5415.153 .M36 2006

Report Writing—Study and teaching
Research skills: How to find information
LB1047.3 .R47 2002

Research—Methodology
Doing great research
Q180.55 .M4D65 1996

Stanford University planning
Strategic Planning
Change management and strategic planning
HD 30.28 .C52 2006

Subprime Mortgage Loans—United States
Mortgage meltdown: A premier on America's subprime crisis
HG2040.5 .USM67

Time Management
Time Management from the inside out
BF637 .T5T564 2006

Wal Mart (firm)
The Age of Wal-mart: inside America's most powerful company
HF5429.2 .A43 2008
Wine Industry
The wine wars
HD9370.5 .W56 2007

Yahoo! Inc.
China New (Dis) Orders Yahoo in China
JC599 .C6Y346 2006