Libros electrónicos adquiridos 2014

Plataforma Ebrary

Action Research Methods: Plain and Simple
Klein, Sheri R.; Palgrave Macmillan; Gordonsville, VA, USA (June 2012)

Action Research: Principles and Practice (3rd Edition)
McNiff, Jean; Routledge; Florence, KY, USA (March 2013)

Adam Smith: clásicos resumidos
Fau, Mauricio Enrique; La Bisagra; Argentina (2010)

Análisis financiero: enfoque, proyecciones financieras
Baena Toro, Diego; Ecoe Ediciones; Colombia (2010)

Applied Multiple Regression/Correlation Analysis for the Behavioral Sciences (2nd Edition)
Cohen, Jacob; Cohen, Patricia; Psychology Press; London, GBR (August 2002)

Auditoría integral: normas y procedimientos (2a. ed.)
Blanco Luna, Yanel; Ecoe Ediciones; Colombia (2012)

Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing
Dooley, Roger; Wiley; Hoboken, NJ, USA (October 2011)

Business-to-Business Internet Marketing: Seven Proven Strategies for Increasing Profits through Internet Direct Marketing
Jones, Susan K.; Maximum Press; Gulf Breeze, FL, USA (November 2008)

Buying Brain: Secrets for Selling to the Subconscious Mind
Pradeep, A.K.; Meerman, David; Wiley; Hoboken, NJ, USA (July 2010)

Choice-Based Conjoint Analysis: Models and Designs
Raghavarao, Damaraju; Wiley, James B.; Chitturi, Pallavi; Chapman & Hall/CRC Press; Boca Raton, FL, USA (August 2010)
Coaching integral ICI en los negocios
  Anwandter Lanas, Paul; RIL editores; Chile (2010)

Cómo entender las finanzas de hoy
  Díez Torca, Ignacio; Antoni Bosch editor; España (2010)

Computational Methods in Statistics and Econometrics
  Tanizaki, Hisashi; CRC Press; New York, NY, USA (January 2004)

Contabilidad de costos
  Sinisterra Valencia, Gonzalo; Ecoe Ediciones; Colombia (2011)

Las cooperativas: una alternativa económica
  Garteiz-Aurrecoa, Javier Divar; Dykinson; España (2011)

Corporate Treasury and Cash Management
  Cooper, Robert; Palgrave Macmillan; Gordonsville, VA, USA (February 2004)

Costos para la PYME
  Rincón Soto, Carlos Augusto; Ecoe Ediciones; Colombia (2011)

Creatividad e innovación para el desarrollo empresarial
  Murcia Cabra, Héctor Horacio; Ediciones de la U; Colombia (2011)

Customer-Centered Telecommunications Services Marketing
  Strouse, Karen; Artech House; Norwood, MA, USA (July 2004)

Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know
  Jeffery, Mark; Wiley; Hoboken, NJ, USA (February 2010)

Data Mining and Business Analytics with R
  Ledolter, Johannes; Wiley; Somerset, NJ, USA (May 2013)

Desarrollo competitivo: diez casos reales
  Levy, Alberto; Lorenzatti, Marco; Editorial Brujas; Argentina (2010)
Diccionario de Supply Chain Management: terminología de la cadena de abastecimientos

Mora García, Luis Aníbal; Ecoe Ediciones; Colombia (2011)

Digital Accounting: The Effects of the Internet and ERP on Accounting

Deshmukh, Ashutosh; IGI Global; Hershey, PA, USA (December 2005)

Direct Marketing in Practice

Housden, Matthew; Thomas, Brian; Routledge; Jordan Hill, GBR (March 2002)

Economic Dynamics: Theory and Computation

Stachurski, John; MIT Press; Cambridge, MA, USA (January 2009)

Economics of Aging (7th Edition)

Schulz, James H.; ABC-CLIO; Santa Barbara, CA, USA (December 2000)

Effective Action Research: Developing Reflective Thinking and Practice (2nd Edition)

Costello, Patrick J. M.; Continuum International Publishing; London, GBR (January 2011)

Employee Engagement and Communication Research: Measurement, Strategy and Action

Walker, Susan; Kogan Page Ltd.; London, GBR (November 2012)

Enterprise-Wide Change: Superior Results through Systems Thinking

Haines, Stephen; Aller-Stead, Gail; McKinlay, Jim; Wiley; Hoboken, NJ, USA (2004)

Entrepreneurial Educator

Brown, Robert J.; Cornwall, Jeffrey R.; R&L Education; Blue Ridge Summit, PA, USA (November 2000)

Entrepreneurial Finance: Strategy, Valuation, and Deal Structure

Smith, Janet; Smith, Richard; Bliss, Richard; Stanford Economics and Finance; Palo Alto, CA, USA (March 2011)
Regions and Cities: Entrepreneurial Knowledge, Technology and the Transformation of Regions
Karlsson, Charlie; Johansson, Börje; Stough, Roger; Routledge; Florence, KY, USA (June 2013)

Entrepreneurial Opportunity: The Right Place at the Right Time
Clydesdale, Greg; Routledge; Florence, KY, USA (September 2009)

Entrepreneurial Personality: A Social Construction
Chell, Elizabeth; Routledge; Florence, KY, USA (January 2008)

Essentials of Capacity Management
Yu-Lee, Reginald Tomas; Wiley; Hoboken, NJ, USA (October 2002)

Essentials of Statistical Inference
Young, G. A.; Smith, R. L.; Cambridge University Press; Cambridge, GBR (August 2005)

Estadística básica aplicada (4a.ed.)
Matínez Bencardino, Ciro; Ecoe Ediciones; Colombia (2011)

Ética organizacional: estrategia para el éxito
Rojas López, Miguel David; Ediciones de la U; Colombia (2012)

Financial History of Modern U S Corporate Scandals
Markham, Jerry W.; M.E. Sharpe, Inc.; Armonk, NY, USA (2006)

Ryan, Stephen G.; Wiley; Hoboken, NJ, USA (July 2007)

Lambert, Richard; Wharton Digital Press; Philadelphia, PA, USA (May 2012)

Financial Modeling (3rd Edition)
Benninga, Simon; MIT Press; Cambridge, MA, USA (February 2008)
Ehrlich, Evelyn; Fanelli, Duke; Wiley; Hoboken, NJ, USA (February 2012)

Foundations of Decision-Making Agents: Logic, Probability, and Modality
Das, Subrata; World Scientific; River Edge, NJ, USA (January 2008)

Free Market Missionaries: The Corporate Manipulation of Community Values
Beder, Sharon; Routledge; Florence, KY, USA (June 2012)

GARCH Models: Structure, Statistical Inference and Financial Applications
Zakoian, Jean-Michel; Francq, Christian; Wiley; Hoboken, NJ, USA (June 2010)

Pocket Guides to Social Work Research
Methods: Grounded Theory
Oktay, Julianne S.; Oxford University Press, USA; Cary, NC, USA
(January 2012)

Grounded Theory in Management Research
Locke, Karen D.; SAGE Publications Inc. (US); London, GBR (November 2000)

Handbook of Cost Management (2nd Edition)
Weil, Roman L.; Maher, Michael W.; Wiley; Hoboken, NJ, USA (June 2005)

Handbook of Field Marketing: A Complete Guide to Understanding and Outsourcing Face-to-Face Direct Marketing
Williams, Alison; Mullin, Roddy; Kogan Page Ltd.; London, GBR (January 2008)

Tracy, John A.; Wiley; Hoboken, NJ, USA (April 2009)

Information Technology Outsourcing
Rivard, Suzanne; Aubert, Benoit A.; M.E. Sharpe, Inc.; Armonk, NY, USA (September 2007)

Schensul, Stephen L.; Schensul, Jean J.; LeCompte, Margaret D.; AltaMira Press; Blue Ridge Summit, PA, USA (November 2012)

Internet Resources and Services for International Marketing and Advertising

Coyle, James R.; Greenwood Press; Westport, CT, USA (May 2002)

Introduction to Efficiency and Productivity Analysis (2nd Edition)

Coelli, Tim; Rao, D. S. Prasada; O'Donnell, Christopher J.; Springer; New York, NY, USA (January 2005)

Kellogg on Branding: The Marketing Faculty of the Kellogg School of Management

Tybout, Alice M.; Calkins, Tim; Wiley; Hoboken, NJ, USA (October 2005)

Knowledge Management and Drivers of Innovation in Services Industries

De Pablos, Patricia Ordóñez; Lytras, Miltiadis D.; IGI Global; Hershey, PA, USA (April 2012)

Managing Research Data

Pryor, Graham; Facet Publishing; London, GBR (January 2012)

Managing Successful Universities (2nd Edition)

Shattock, Michael; Open University Press; Berkshire, GBR (January 2010)

Managing Technological Change: A Strategic Partnership Approach

Haddad, Carol Joyce; SAGE Publications, Inc; Thousand Oaks, CA, USA (May, 2002)

Managing the Big Picture in Colleges and Universities: From Tactics to Strategy

Alfred, Richard L.; Rowman & Littlefield Publishers; Westport, CT, USA (November 2005)

Marketing Automation: Practical Steps to More Effective Direct Marketing

LeSueur, Jeff; Wiley; Hoboken, NJ, USA (2007)
Matched Sampling for Causal Effects

Rubin, Donald B.; Cambridge University Press; West Nyack, NY, USA
(August, 2006)

Measurement of Productive Efficiency and Productivity Growth

Fried, Harold O.; Lovell, C. A. Knox; Schmidt, Shelton S.; Oxford University Press; Cary, NC, USA (February 2008)

Motigraphics: The Analysis and Measurement of Human Motivations in Marketing

Maddock, Richard C.; ABC-CLIO; Santa Barbara, CA, USA (January 2000)

Negocios internacionales: fundamentos y estrategias

Rozas Gutiérrez, Silvia; Corredor Velandia, César; Guerra, Harold Silva; Universidad del Norte; Colombia (2011)

Nonstandard Work in Developed Economies: Causes and Consequences

Houseman, Susan N.; Osawa, Machiko; W. E. Upjohn Institute for Employment Research; Kalamazoo, MI, USA (January 2003)

Personal branding: cómo comunicar tu valor diferencial al mercado laboral

Bustínduy, Iñaki; Editorial UOC; España (2012)

Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts (3rd Edition)

Sant, Tom; AMACOM Books; New York, NY, USA (January 2012)

Politics of Accounting Regulation: Organizing Transnational Standard Setting in Financial Reporting

Botzem, S.; Edward Elgar Publishing; Cheltenham, Glos, GBR (March 2012)

Positive Organizational Scholarship: Foundations of a New Discipline

Cameron, Kim S.; Dutton, Jane E.; Quinn, Robert E.; Berrett-Koehler Publishers; Williston, VT, USA (September 2003)

Pricing and Profitability Management: A Practical Guide for Business Leaders

Simonetto, Mike; Meehan, Julie; Montan, Larry; Wiley; Hoboken NJ, USA (May 2011)
Pricing for Profit: How to Command Higher Prices for Your Products and Services
Furtwengler, Dale; AMACOM Books; Saranac Lake, NY, USA (September 2009)

Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table

Principles of Forecasting. A Handbook for Researchers and Practitioners
Armstrong, J. Scott; Kluwer Academic Publishers; Hingham, MA, USA
(May 2001)

Principles of Statistical Inference
Cox, D. R.; Cambridge University Press; Cambridge, GBR (August 2006)

Probability, Econometrics and Truth: The Methodology of Econometrics
Keuzenkamp, Hugo; Cambridge University Press; Port Chester, NY, USA
(December 2000)

Protocolo y empresa: el ceremonial corporativo
Otero Alvarado, María Teresa; Editorial UOC; España (2011)

Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice
Theaker, Alison; Yaxley, Heather; Routledge; Florence, KY, USA (August 2012)

Sabri, Ehap; Gupta, Arun; Beitler, Michael A.; J. Ross Publishing Inc.; Ft. Lauderdale, FL, USA (2006)

Reputation Management: The Key to Successful Public Relations and Corporate Communication
Doorley John; Garcia Helio; Routledge; Florence, KY, USA (October 2006)

Retirement Income: Risks and Strategies
Warshawsky, Mark; MIT Press; Cambridge, MA, USA (February 2012)
Salsa dancing into the Social Sciences: Research in an Age of Info-glut

Luker, Kristin; Harvard University Press; Cambridge, MA, USA (2008)

Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms

Griffin, Abbie; Price, Raymond; Vojak, Bruce; Stanford University Press; Stanford, CA, USA (May 2012)

Services, Marketing and Management

Gilmore, Audrey; SAGE Publications Ltd. (UK); London, GBR (March 2003)

Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale (2nd Edition)

Stahlberg, Markus; Maila, Ville; Kogan Page Ltd.; London, GBR (February 2012)


Todman, John; Dugard, Pat; Psychology Press; London, GBR (March 2001)

Six Sigma and Beyond, Volume 3: Statistics and Probability

Stamatis, D. H.; CRC Press; Boca Raton, FL, USA (August 2002)

Social Security and Retirement around the World

Gruber, Jonathan; Wise, David A.; University of Chicago Press; Chicago, IL, USA (April 2008)

Routledge Studies in Accounting: Solvency in Financial Accounting

Margret, Julie E.; Routledge; Florence, KY, USA (December 2011)

Start Your Own Clothing Store and More: Children's, Bridal, Vintage, and Consignment (3rd Edition)

Entrepreneur Press; Entrepreneur Press; New York, NY, USA (January 2011)

Start Your Own Retail Business and More: Specialty Food Shop, Gift Shop, Clothing Store, Kiosk

Entrepreneur Press; Entrepreneur Press; New York, NY, USA (January 2011)
Statistical and Managerial Techniques for Six Sigma Methodology: Theory and Application
   Barone, Stefano; Franco, Eva Lo; Wiley; Hoboken, NJ, USA (January 2012)
Statistics: Textbooks and Monographs (Volume 185): Statistical Inference Based on Divergence Measures
   Pardo, Leandro; Chapman & Hall/CRC Press; Boca Raton, FL, USA (October 2005)
Statistical Meta-Analysis with Applications
   Sinha, Bimal K.; Hartung, Joachim; Knapp, Guido; Wiley; Hoboken, NJ, USA (September 2008)
Statistical Models and Causal Inference: A Dialogue with the Social Sciences
   Freedman, David A.; Collier, David; Sekhon, Jasjeet; Cambridge University Press; Cambridge, GBR (February 2010)
Statistical Tools for Measuring Agreement
   Lin, Lawrence; Hedayat, A.S.; Wu, Wenting; Springer; New York, NY, USA (January 2012)
Statistics for Real-Life Sample Surveys: Non-Simple-Random Samples and Weighted Data
   Dorofeev, Sergey; Grant, Peter; Cambridge University Press; West Nyack, NY, USA (July 2006)
Strategies to Approximate Random Sampling and Assignment
   Dattalo, Patrick; Oxford University Press, USA; Cary, NC, USA (October 2009)
Strengthening the Retirement System beyond Social Security
   Upshaw, Kala E.; Nova Science Publishers, Inc.; Hauppauge, NY, USA (June 2010)
Supply Chain Logistics for Warehouse Management
   Mulcahy, David E.; Sydow, Joachim; Auerbach Publications; Boca Raton, FL, USA (May 2008)
Resource Management, Volume 38: Supply Chain Risk Management: Minimizing Disruptions in Global Sourcing

    Handfield, Robert; Auerbach Publications; Boca Raton, FL, USA

    (December 2007)

Testing Statistical Hypotheses of Equivalence and Noninferiority (2nd Edition)

    Wellek, Stefan; Chapman & Hall/CRC Press; Boca Raton, FL, USA (June 2010)

International Library of Sociology: Travel Connections: Tourism, technology and togetherness in a mobile World

    Molz, Jennie Germann; Routledge; Florence, KY, USA (June 2012)

Universities in the Marketplace: The Commercialization of Higher Education

    Bok, Derek; Princeton University Press; Princeton, NJ, USA (November 2004)

Unleashing the Power of PR: A Contrarian’s Guide to Marketing and Communication

    Weiner, Mark; Jossey-Bass; Hoboken, NJ, USA (September 2006)

Valuation for Financial Reporting: Intangible Assets, Goodwill, and Impairment Analysis, SFAS 141 And 142


    Houston, Dr Diane; Palgrave Macmillan; Basingstoke, GB (April 2005)