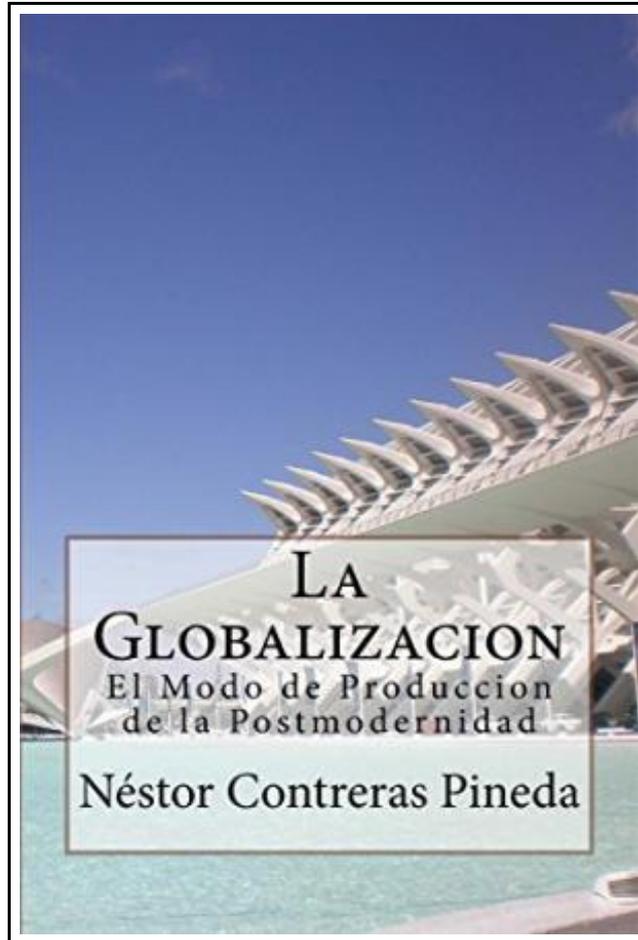


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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: Spanish . Brand New Book ***** Print on Demand *****.El mundo no podra salir del atolladero en que se ha metido, a menos que se decida por un cambio paradigmatico; la postmodernidad apenas se ha asomado, pero es alli donde esta el conocimiento que el mundo requiere para salir adelante. Un cambio drastico en la forma de producir bienes y servicios se impone; ningun pais alcanzara la competitividad con la receta actual: apalancamiento excesivo de las empresas, deslocalizacion de actividades industriales sin mas incentivo que los bajos costos de la manufactura, ausencia de inversion en tecnologia e innovacion, costos desmesurados de los sistemas de seguridad social, utilizacion de teorias obsoletas de gestion y administracion, elevados costos de almacenamiento, manipulacion y transporte, entre otros. No tenemos duda de que, en el contexto del paradigma de la postmodernidad, la sociedad mundial cambiara la forma de hacer las cosas, de colocar bienes y servicios en el mercado, y adoptara el Sistema de Produccion Global para orientar el camino hacia un mundo mejor, en el que la mayoría pueda compartir las riquezas del planeta.

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