



## Dirección de la actividad empresarial de pequeños negocios o microempresas. Certificados de profesionalidad. Creación y gestión de microempresas

By Pino Mejías, Miguel Ángel

Ideaspropias Editorial, 2015. soft. Book Condition: New. ADGD0210 CREACIÓN Y GESTIÓN DE MICROEMPRESAS MF1789\_3 Dirección de la actividad empresarial de pequeños negocios o microempresas - 90 h DL: VG 137-2015 A pesar de sus limitados recursos, las pequeñas empresas pueden alcanzar grandes resultados mediante una adecuada dirección y gestión tanto de sus recursos materiales como de las relaciones que se establecen con personas de dentro y fuera de la organización. El objetivo de este libro es sentar las bases para que la persona que esté al frente de una microempresa sepa cómo obtener los mejores resultados posibles, optimizando sus recursos mediante la aplicación de técnicas de organización y control de la actividad diaria. Algunos de los factores que contribuyen al éxito de la microempresa que se tratan en este material didáctico son la selección de personal, la gestión de activos fijos, el aprovisionamiento de materias primas y la elección de proveedores. En este manual se ofrecen los conocimientos necesarios para que la dirección de una actividad empresarial en una microempresa alcance el éxito deseado y obtenga las claves para optimizar su funcionamiento a lo largo del tiempo.

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