



# **URBE UNIVERSITY LIBRARY**

**Navegación a través de las bases de datos de Biblioteca Digital (LIRN)**

**Bibliotecaria. Karely Carrion  
Febrero 22, 2021**

# QUE ES LIRN? ?

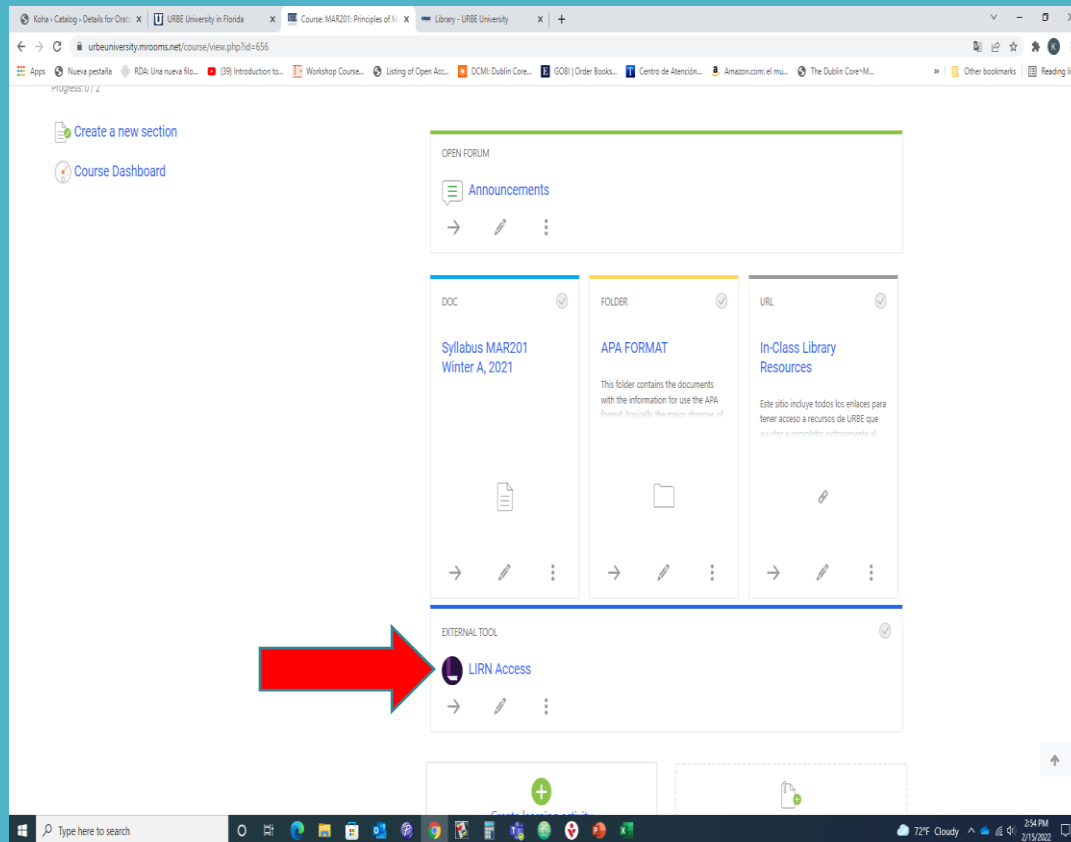
- LIRN es una colección de Bases de Datos que contiene fuentes de información o recursos apropiados para alumnos y profesores.
- Esta colección de Bases de Datos provee acceso a texto completo a: libros electrónicos, diccionarios, enciclopedias, revistas académicas, videos, audios, traducciones, periódicos, reportes financieros, perfiles de compañías, etc.

## Por qué usar LIRN?

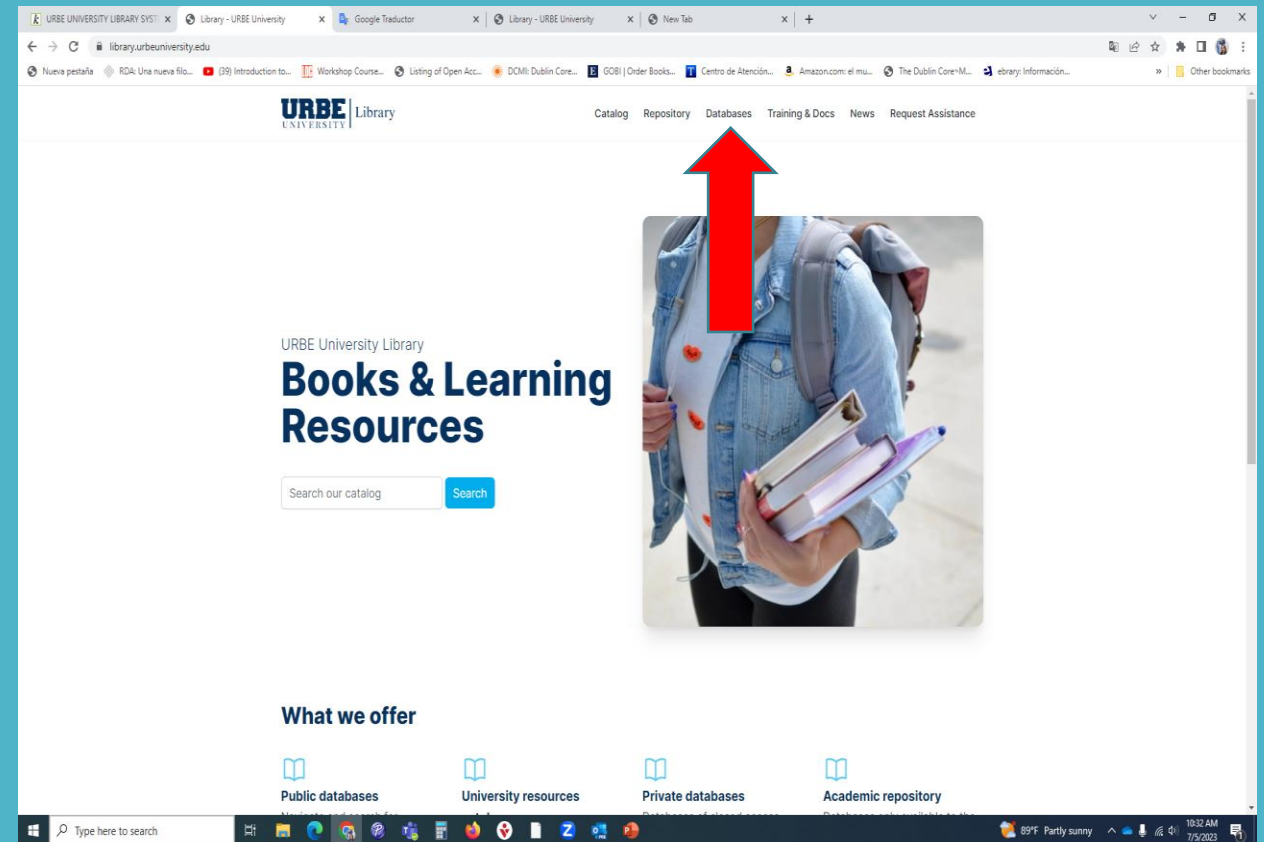
- Estas bases de datos estan bien organizadas de acuerdo a las áreas del conocimiento.
- Sus artículos han sido indexados por expertos.
- La interfaz de búsqueda es amigable , y las opciones de búsquedas son similares entre las distintas bases de datos



# Diferentes formas de acceso a la biblioteca digital (LIRN)



Cada curso en LMS en la parte de Introducción tiene un external Link ó acceso directo a las bases de datos de LIRN.



A través de la página Web de la Biblioteca de URBE <https://library.urbeuniversity.edu/>

# Página principal de LIRN (3 Formas de Ordenamiento)

## Lista alfabética, Área del conocimiento y Editoriales

The screenshot displays the URBE University LIRN homepage. At the top left is the URBE University logo. On the right, there are links for "? Help" and "Logout". Below the header, three red arrows point to the navigation options: "Alphabetical View", "Subject View", and "Vendor View". A search bar labeled "Search all databases" is located to the right of these options. Below the navigation bar, there is a section titled "Jump to a specific group" with a list of subject areas: Automotive / Aviation, Building & Construction, Business, Computer Science, Cosmetology / Spa Services, Culinary Arts / Hospitality, Dental, Dictionaries & Encyclopedias, Education, General & Interdisciplinary, Health & Medical, History & Social Science, Language & Literature, Law & Criminal Justice, Library Science, News & Current Events, Psychology, Religion & Philosophy, Science & Technology, Success Skills, Veterinary Science, and Visual & Performing Arts. Below this list, the "Automotive / Aviation" section is expanded, showing a search bar and a grid of database tiles. The tiles include: ABI/INFORM Trade & Industry, Advanced Technologies & Aerospace Database, Career & Technical Education Database, Engineering Database, Gale Academic OneFile, Gale General OneFile, Gale OneFile: Insurance and Liability, Gale OneFile: Military and Intelligence, Gale OneFile: News, Gale OneFile: Vocations, Gale OneFile: War and, and Military Database. The Windows taskbar is visible at the bottom of the screen.

URBE University

? Help Logout

Alphabetical View | Subject View | Vendor View | Tools

Search all databases

### Jump to a specific group

[Automotive / Aviation](#) | [Building & Construction](#) | [Business](#) | [Computer Science](#) | [Cosmetology / Spa Services](#) | [Culinary Arts / Hospitality](#) | [Dental](#) | [Dictionaries & Encyclopedias](#) | [Education](#) | [General & Interdisciplinary](#) | [Health & Medical](#) | [History & Social Science](#) | [Language & Literature](#) | [Law & Criminal Justice](#) | [Library Science](#) | [News & Current Events](#) | [Psychology](#) | [Religion & Philosophy](#) | [Science & Technology](#) | [Success Skills](#) | [Veterinary Science](#) | [Visual & Performing Arts](#)

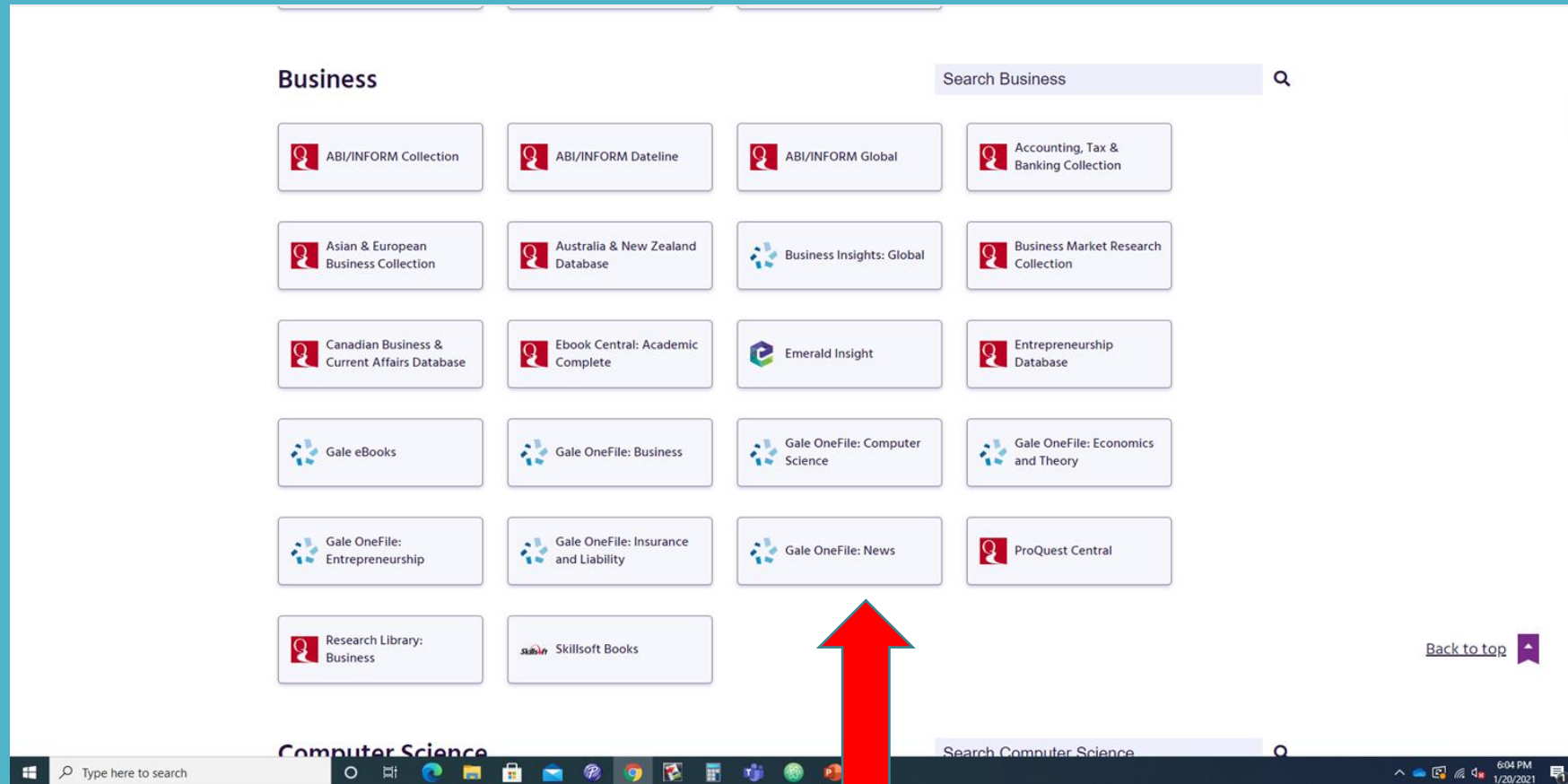
### Automotive / Aviation

Search Automotive / Aviation

ABI/INFORM Trade & Industry	Advanced Technologies & Aerospace Database	Career & Technical Education Database	Engineering Database
Gale Academic OneFile	Gale General OneFile	Gale OneFile: Insurance and Liability	Gale OneFile: Military and Intelligence
Gale OneFile: News	Gale OneFile: Vocations	Gale OneFile: War and	Military Database

# Bases de datos del área de Negocio

Información relacionada al área de economía, negocios, información específica nacional o internacional acerca de compañías , etc. puedes encontrarla en las siguientes bases de datos



Puedes marcar con un click sobre la base de datos para buscar artículos, libros electrónicos, perfiles de compañías, etc.

# Bases de datos del área de Comunicaciones

Información relacionada al área de Comunicaciones, publicidad, medios de comunicación masiva, periodismo, agenda, noticias, etc, puedes encontrarla en las siguientes bases de datos

The screenshot shows a web browser window with the URL 'proxy.lirm.net/URBEUniv'. The page title is 'History & Social Science' and it features a search bar. Below the search bar is a grid of 16 database tiles. A red arrow points to the 'Gale OneFile: LegalTrac' tile in the bottom row, third column. The tiles include:

- Criminal Justice Database
- Ebook Central: Academic Complete
- Education Database
- Gale Academic OneFile
- Gale Academic OneFile Select
- Gale eBooks
- Gale General OneFile
- Gale In Context: College
- Gale In Context: Global Issues
- Gale In Context: Opposing Viewpoints
- Gale OneFile: Communications and Mass Media
- Gale OneFile: Criminal Justice
- Gale OneFile: Diversity Studies
- Gale OneFile: Gender Studies
- Gale OneFile: LegalTrac
- Gale OneFile: Military and Intelligence

A 'Back to top' link is visible on the right side of the grid.

Puedes marcar con un click sobre la base de datos para buscar artículos, libros electrónicos, perfiles de compañías, etc.

# Bases de datos del área de Comunicaciones

Información relacionada al área de Comunicaciones, publicidad, medios de comunicación masiva, periodismo, agenda, noticias, etc, puedes encontrarla en las siguientes bases de datos

The screenshot displays a web browser window with the title "News & Current Events" and a search bar. The page features a grid of 32 database tiles, each with a logo and a title. The tiles are arranged in 8 rows and 4 columns. A red arrow points to the "U.S. Northeast Newsstream" tile in the bottom row, third column. The tiles include:

- ABI/INFORM Collection
- ABI/INFORM Dateline
- ABI/INFORM Global
- African Newsstream
- Asian Newsstream
- Australia & New Zealand Newsstream
- Canadian Business & Current Affairs Database
- Canadian Newsstream
- CBS News 60 MINUTES
- European Newsstream
- Gale In Context: Global Issues
- Gale In Context: Opposing Viewpoints
- Gale OneFile: Communications and Mass Media
- Gale OneFile: Informe Académico
- Gale OneFile: News
- Gale OneFile: Pop Culture Studies
- Global Breaking Newswires
- International Newsstream
- Latin American Newsstream
- Middle East & African Newsstream
- ProQuest Central
- U.S. Hispanic Newsstream
- U.S. Major Dailies
- U.S. Midwest Newsstream
- U.S. Newsstream
- U.S. North Central Newsstream
- U.S. Northeast Newsstream
- U.S. South Central Newsstream

The browser's taskbar at the bottom shows several open files: "concepto-diseño-...jpg", "CommunicationTo...png", "Gale One File\_Com...jpg", and "Mass Media.jpg". The system tray shows the time as 3:28 PM on 2/5/2021.

Puedes marcar con un click sobre la base de datos para buscar artículos, libros electrónicos, perfiles de compañías, etc.

# Bases de datos del área de Educación

Información relacionada al área de Educación, como: Educación virtual, pensamiento creativo, técnicas de aprendizaje en línea, etc.

The screenshot shows the URBE University library website. At the top, there is a navigation bar with the URBE University logo, a search bar labeled "Search all databases", and links for "Help" and "Logout". Below this, there are navigation options: "Alphabetical View", "Subject View", "Vendor View", and "Tools". A section titled "Jump to a specific group" lists various subject categories. A red arrow points to the "Education" link in this list. Below the "Education" link, the "Automotive / Aviation" section is expanded, showing a search bar and a grid of database tiles. The tiles include: ABI/INFORM Trade & Industry, Advanced Technologies & Aerospace Database, Career & Technical Education Database, Engineering Database, Gale Academic OneFile, Gale General OneFile, Gale OneFile: Insurance and Liability, Gale OneFile: Military and Intelligence, Gale OneFile: News, Gale OneFile: Vocations, Gale OneFile: War and, and Military Database. The Windows taskbar is visible at the bottom of the browser window.

Puedes marcar con un click sobre la base de datos para buscar artículos, libros electrónicos, diccionarios, etc.



# Bases de datos del área de Educación

Información relacionada al área de Educación, como: Educación virtual, pensamiento creativo, técnicas de aprendizaje en línea, etc.

The screenshot displays a library website interface. At the top, there are several browser tabs and a search bar. Below the search bar, there are four database icons: Ebook Central: Academic Complete, Gale Directory Library, Gale eBooks, and ProQuest Central. The main section is titled 'Education' and contains a search bar labeled 'Search Education'. Below this, there are several rows of database icons, including Career & Technical Education Database, Ebook Central: Academic Complete, Education Database, ERIC, Gale Academic OneFile, Gale eBooks, Gale In Context: College, Gale In Context: College, Gale In Context: Global Issues, Gale In Context: Opposing Viewpoints, Gale Literature Resource Center, Gale OneFile: Educator's Reference Complete, Gale OneFile: Psychology, Gale OneFile: Vocations and Careers, ProQuest Central, and Psychology Database. A large red arrow points to the ProQuest Central icon. At the bottom of the 'Education' section, there is a 'Back to top' link. Below the 'Education' section is the 'General & Interdisciplinary' section, which also has a search bar labeled 'Search General & Interdisciplinary'. The Windows taskbar is visible at the bottom of the screen, showing the time as 9:37 AM on 2/16/2022 and the weather as 73°F Mostly cloudy.

Puedes marcar con un click sobre la base de datos para buscar artículos, libros electrónicos, diccionarios, etc.

# Bases de datos especializadas por tipo de documentos

## Libros electrónicos

```
graph TD; A[Libros electrónicos] --> B[Ebook Central Academic Complete]; A --> C[Skillsoft (Books 24/7)]; A --> D[Gale EBooks];
```

### Ebook Central Academic Complete

Abarca 135 000 Títulos, es una base de datos Multidisciplinaria, provee acceso directo a libros electrónicos de prestigiosas editoriales, en idioma inglés y español

### Skillsoft (Books 24/7)

Ofrece acceso a una colección complete de libros online, sumarios de libros, libros en audios, reportes de investigaciones, puede ser en inglés y español

### Gale EBooks

Esta base de datos contiene :  
Enciclopedias, Almanagues,  
Diccionarios de diferentes  
disciplinas

# Artículos

## (Revistas, Periódicos, Tesis)

**Proquest Central**

**ABI Inform Collection**

**Emerald Insight**

Esta base de datos incluye 47 bases de datos de 175 áreas. Es la más amplia base de fuentes periódicas disponible. . Incluye gran cantidad de Revistas Académicas a texto completo, periódicos, reports de negocios, tesis, etc.

Acceso completo a revistas académicas, tesis, que soportan las investigaciones académicas, importantes Journals de diferentes disciplinas como : **Journal of Business Ethics**, **American Economic Review**, **MIT Sloan Management Review**. También incluye revistas y periódicos como: Wall Street Journal , The Economist and Financial Times. Incluye: Blog, podcasts & Websites, Dissertations & Theses, ,Reports, Trade Journal, Wire Feeds.

Esta base de datos incluye: Revistas Académicas, Casos de Negocio, Notas de instructores

# Perfiles de Compañías, Casos de negocio y plan de negocio

**Business Market  
Research Collection**

Esta base de datos incluye: perfiles de compañías, industria, estudios de mercado, en fuentes como: Hoover's Company Profiles, Ox research and Snapshots

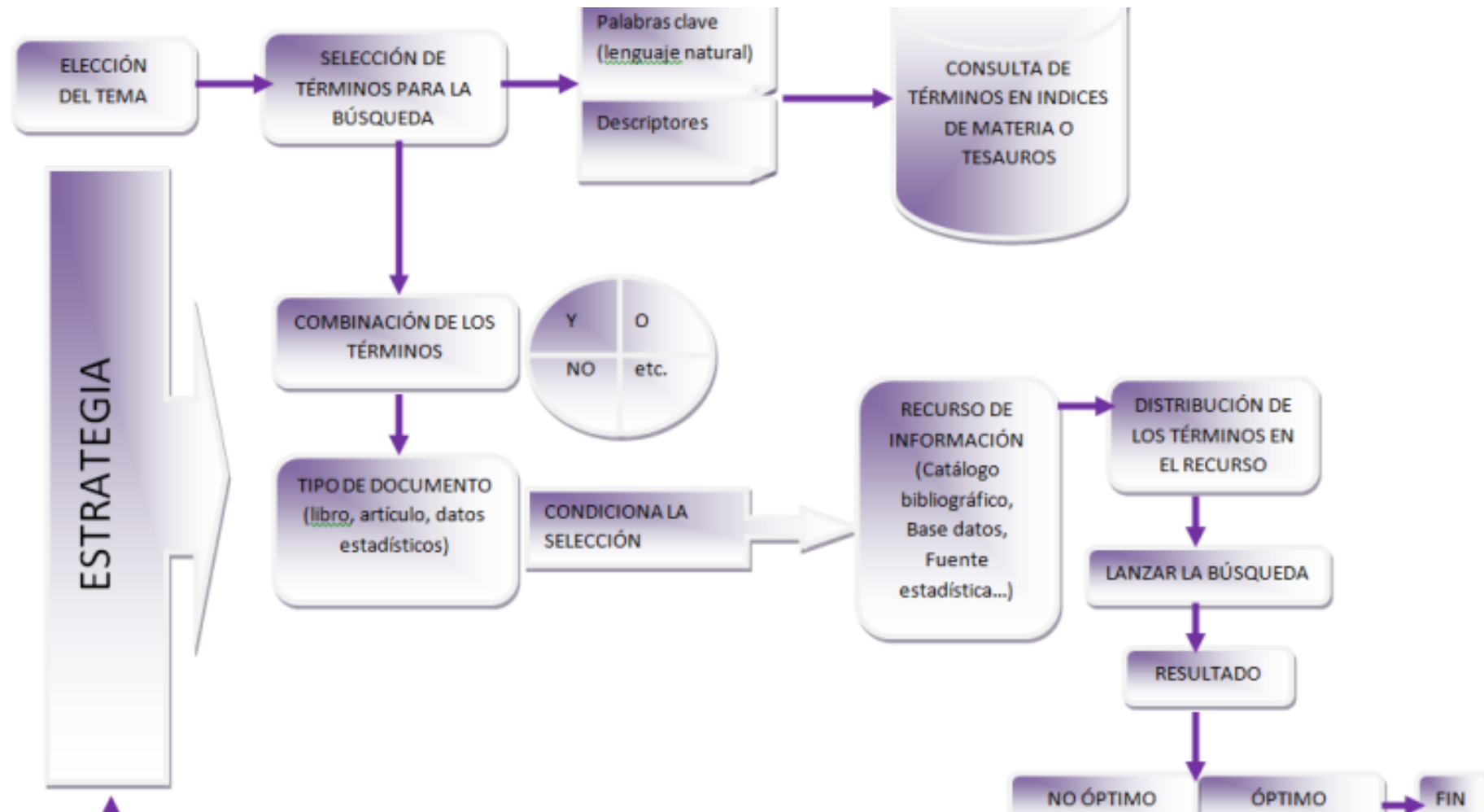
**Entrepreneurship  
Database**

ProQuest Entrepreneurship brinda una colección completa de contenido a texto completo de investigaciones de negocio, para estudiantes y emprendedores, Incluye: Video clips, Reportes de estudios de mercado Formas y ejemplos de Plan de negocios, casos de estudio de negocio, conferencias, tesis, y dissertations

**Gale Business  
Insight Global**

Incluye estudios de casos globales, revistas académicas, materiales de referencias organizados por: países, regions e industria

# FORMULACION DE LA ESTRATEGIA DE BUSQUEDA



# **TIPS para realizar búsquedas en las bases de datos:**

- Utiliza frases o palabras entre comillas (“ ”), esto obliga a las bases de datos a buscar los términos juntos.
- Explore en las bases de datos la opción : “**Búsqueda Avanzada**” ó “**Búsqueda Experta** .” Encontrará mejores resultados y enfocará de mejor forma su búsqueda .

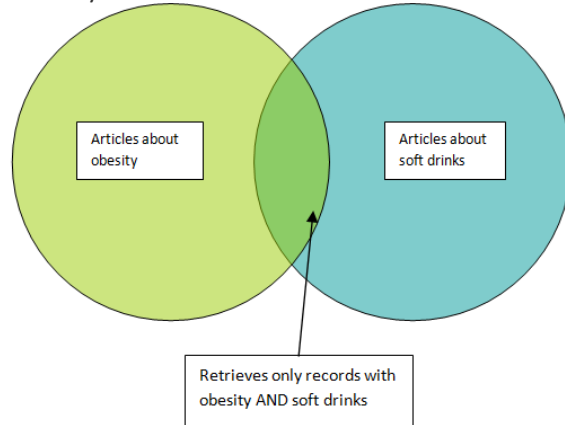
## USA LOS OPERADORES BOOLEANOS

### El operador **AND** :

- Usa este operador para conectar diferentes conceptos
- Requiere que **todos** los términos de búsquedas aparezcan para su recuperación .
- Limita la búsqueda, mientras más conceptos con **AND** estén juntos, los resultados de búsqueda son menores.

Example:

obesity **AND** soft drinks

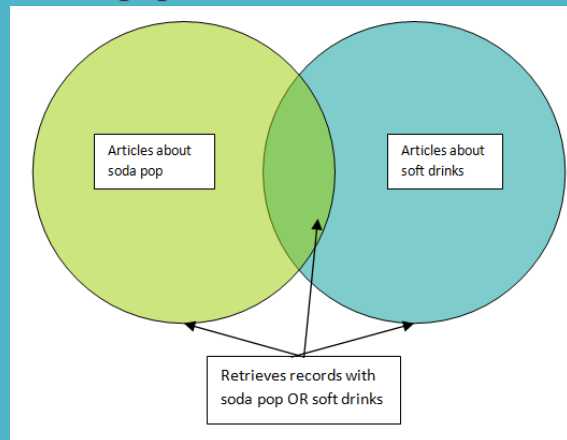


### El operador **OR** :

- Usa este operador para sinónimos o términos relacionados
- Instruye a la base de datos a recuperar todos los términos
- Expande los resultados de tu búsqueda . mientras más términos con **OR** estén juntos, los resultados de búsqueda serán mayores.

Example:

soda pop **OR** soft drinks

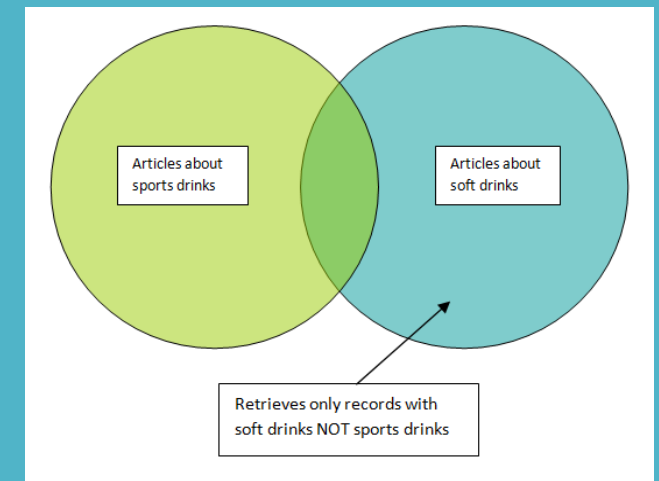


### El operador **NOT**:

- Excluye los resultados de búsqueda o los reduce

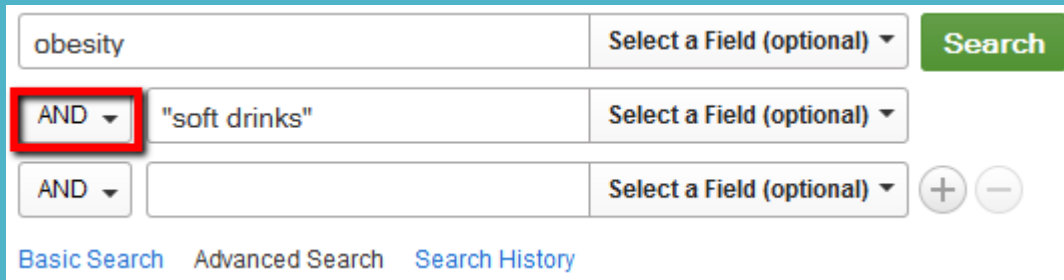
Ejemplo:

soft drinks **NOT** sports drinks



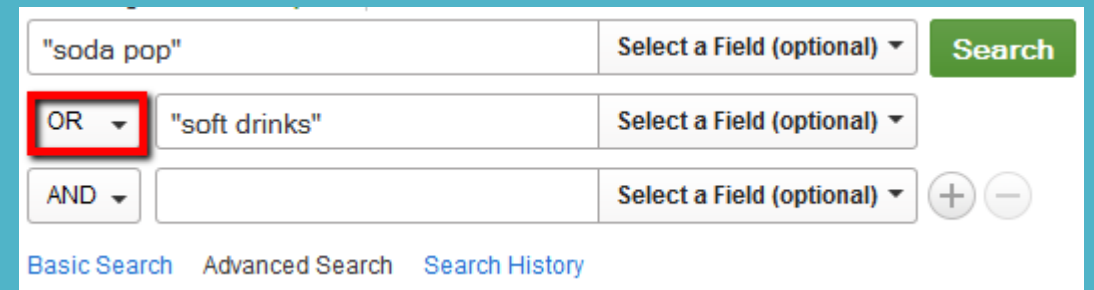
## Cómo usar los operadores lógicos booleanos en tu búsqueda?

- **AND** - Se usa para **combinar** los conceptos.
- Escribe **un concepto** por cada caja de búsqueda.
- Usa **AND** entre las cajas de búsqueda . La base de datos encontrará artículos que cubran los dos conceptos juntos.



A screenshot of a search interface. The first search box contains the word "obesity" and has a dropdown menu labeled "Select a Field (optional)". To its right is a green "Search" button. Below this, a second search box contains the text ""soft drinks"" and also has a "Select a Field (optional)" dropdown. A red box highlights the "AND" operator in a dropdown menu between the two search boxes. Below the second search box is a third search box with an "AND" operator in its dropdown menu, followed by a plus sign and a minus sign button. At the bottom, there are links for "Basic Search", "Advanced Search", and "Search History".

- **OR** - se usa con sinónimos o palabras relacionadas.
- Escribe **un concepto** por cada caja de búsqueda.
- Usa **OR** entre las cajas de búsqueda. La base de datos encontrará artículos que cubran cualquiera de las palabras claves.



A screenshot of a search interface. The first search box contains the text ""soda pop"" and has a dropdown menu labeled "Select a Field (optional)". To its right is a green "Search" button. Below this, a second search box contains the text ""soft drinks"" and also has a "Select a Field (optional)" dropdown. A red box highlights the "OR" operator in a dropdown menu between the two search boxes. Below the second search box is a third search box with an "AND" operator in its dropdown menu, followed by a plus sign and a minus sign button. At the bottom, there are links for "Basic Search", "Advanced Search", and "Search History".



- Para encontrar más artículos pruebe con **sinónimos** combinados con “**OR**” (en mayúscula). Por ejemplo: "children OR juvenile OR youth“, encontrarás más artículos que simplemente: "children."
- Use **asterisco (\*)** para buscar variaciones de una palabra **raíz**. Por ejemplo: child\* encontrará artículos con la palabra child, children, or childhood. Esta búsqueda de “truncamiento” generalmente encuentra más artículos.
- Para encontrar **menos artículos**, use “**limitadores.**” La mayoría de las bases de datos le permiten marcar opciones para artículos revisados por pares, la fecha de publicación y el idioma.

# DEMOSTRACION

**BUSCAR LIBROS ELECTRONICOS QUE TRATEN  
SOBRE: MARKETING ESTRATEGICO**

**Base de Datos: *ProQuest Ebook Central***

# Proquest Ebook Central Academic Complete Página principal

ProQuest Ebook Central™

Search Bookshelf Settings ? Sign Out

Search Ebooks

03435 URBE University

Advanced Search Browse Subjects Saved Searches

### Trusted Ebooks from Scholarly Sources

Keyword, Author, ISBN, and more

Search

**Keyword Search**  
Just enter some keywords in the search box above to get started

**Exact Words**  
Use quotes around words to search for an exact phrase like "Prince Henry the Navigator"

**Boolean Search**  
If you want to get fancy, you can use AND, OR, or NOT

**Search Filters**  
Further refine searches with filtering options (by year published, publisher, etc)

Recently Viewed

◀ Your Student's Our Students ▶

Practising Information Literacy

Principios y Estrategias de Marketing (VOL. 2)

Principios y Estrategias de Marketing (VOL. 1)

Principios de marketing

Marketing Plan de Negocios ▶

Type here to search

5:38 PM 1/20/2021

# Proquest Ebook Central BUSQUEDA SIMPLE

ProQuest Ebook Central™

Search Bookshelf Settings ? Sign Out

Search Ebooks

03435 URBE University

Advanced Search Browse Subjects Saved Searches

### Trusted Ebooks from Scholarly Sources

"marketing estrategico" Search

- Keyword Search**  
Just enter some keywords in the search box above to get started
- Exact Words**  
Use quotes around words to search for an exact phrase like "Prince Henry the Navigator"
- Boolean Search**  
If you want to get fancy, you can use AND, OR, or NOT
- Search Filters**  
Further refine searches with filtering options (by year published, publisher, etc)

Recently Viewed

Book covers in carousel: "Your My STUDENTS Our STUDENTS", PRACTISING INFORMATION LITERACY, PRINCIPIOS Y ESTRATEGIAS DE MARKETING (VOL. 2), PRINCIPIOS Y ESTRATEGIAS DE MARKETING (VOL. 1), Principios de marketing, MARKETING PARA SEÑORES DE LA ESCUELA

Type here to search

5:29 PM 1/20/2021

# Proquest Ebook Central BUSQUEDA AVANZADA

ProQuest Ebook Central™

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Advanced Search

03435 URBE University

Advanced Search Browse Subjects Saved Searches

Find an item whose

Keyword & Full Text contains

Keyword & Full Text contains

+ Add another search term

Clear Search

Pub Year Range

Between and

Indicate years, like 2010 and 2015

Language

Select...

Add another language

Download Format

PDF

EPUB

Book Status

Owned and subscribed to by my library

Unlimited Print, Copy, & Download

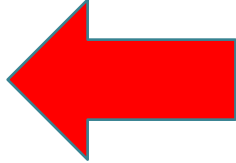

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Collection

elibro: Premium



# Proquest Ebook Central BUSQUEDA POR AREA DEL CONOCIMIENTO

The screenshot displays the ProQuest Ebook Central interface. At the top, the navigation bar includes the ProQuest logo, 'Ebook Central™', and links for Search, Bookshelf, Settings, and Sign Out. The main header area features the text 'Browse Subjects' on the left and '03435 URBE University' on the right. Below the header, there are three tabs: 'Advanced Search', 'Browse Subjects', and 'Saved Searches'. The central content area is a grid of subject categories, each with an icon and a list of sub-topics. A red arrow points to the 'BUSINESS' category.

Category	Sub-topics
ARTS	Architecture Fine Arts
BUSINESS	Business/Management Economics
EDUCATION	Education Juvenile Literature
GENERAL	General Works/Reference Geography/Travel Home Economics Library Science Museums Tourism/Hospitality
HEALTH & MEDICINE	Health Medicine Nursing Pharmacy Psychology
HISTORY & POLITICAL SCIENCE	History Political Science
LAW	Law
LITERATURE & LANGUAGE	Fiction Journalism Language/Linguistics Literature Publishing
RELIGION & PHILOSOPHY	Philosophy Religion
SOCIAL SCIENCE	Social Science Military Science
SCIENCE & TECHNOLOGY	Agriculture Computer Science/IT Engineering Chemical Engineering Civil Engineering Construction Electrical Engineering Environmental Engineering General Engineering Manufacturing Mechanical Engineering Mining Environmental Studies Mathematics Science Anatomy/Physiology Astronomy Biology/Natural History Botany General Science Chemistry Geology Physics Zoology

At the bottom of the page, there is a footer with the ProQuest logo and a list of links: Privacy Policy | Terms & Conditions | Cookie Policy | DMCA Policy | Personal Data Options | Cookie Preferences | Accessibility. The Windows taskbar is visible at the very bottom, showing the search bar and various application icons.

# Proquest Ebook Central RESULTADOS DE BUSQUEDA

ProQuest Ebook Central™ Search Bookshelf Settings ? Sign Out

Keyword, Author, ISBN, and more Advanced Search Browse Subjects 03435 URBE University

## Search

459 book results for "marketing estrategico"  
Save this search Edit this search

RESULTS PER PAGE 10 SORT BY Relevance

Book Results Chapter Results

Refine your search

**BOOK STATUS**

- Owned and subscribed to by my library
- Unlimited Print, Copy, & Download

**YEAR PUBLISHED**

- 2019 7
- 2018 17
- 2017 20

Show more

**SUBJECT**

- business & economics / general 79
- business & economics / marketing / general 73
- business & economics / industries / hospitality, travel & tourism 26
- business & economics / management 23

Show more

**LANGUAGE**

- Spanish; Castilian 450
- English 5
- Portuguese 3

Show more

**AUTHOR**


- VVAA 13
- Marketing Publishing 6

Marketing estratégico  
Villanueva, Julián;Toro, Juan Manuel de EUNSA 2017  
ISBN: , 9788431331672  
Available

Principios de marketing estratégico  
Vallet-Bellmunt, Teresa;Vallet-Bellmunt, Antonio;and more Universitat Jaume I. Servei de Comunicació i Publicacions 2015  
ISBN: , 9788469715529  
Available

Instrumentos de análisis del marketing estratégico  
Marketing Publishing Ediciones Díaz de Santos 1990  
ISBN: 9788487189647,  
Available

Marketing estratégico: referencia a productos industriales  
Carrío Fiore, Jaime Marcombo 1992  
ISBN: 9788426708472, 9781449209476  
Available



Type here to search

5:30 PM 1/20/2021

# Proquest Ebook Central (Detalles del Libro Electrónico , Leer Online, Descargar el libro, Agregarlo a su estante de libros, compartir el link del libro y citar el libro)

The screenshot displays the ProQuest Ebook Central interface for the book "Marketing estratégico" by Julián Villanueva and Juan Manuel de Toro. The page includes a search bar, navigation links, and a list of actions: Read Online, Download Book, Add to Bookshelf, Share Link to Book, and Cite Book. A red arrow points to the "Read Online" button. The "Availability" section states that the institution has unlimited access to the book. The "Table of Contents" section shows the book's details and a "Download PDF" link, which is also highlighted by a red arrow. The "Book Details" section lists the title, publisher (EUNSA), and publication date (2017-01-01). The "You May Also Like" section features a "Top Picks" area with several book covers.

ProQuest Ebook Central™

Search Bookshelf Settings ? Sign In

Keyword, Author, ISBN, and more

Advanced Search Browse Subjects

03435 URBE University

Return to Search Results

**Marketing estratégico**  
Julián Villanueva and Juan Manuel de Toro

Availability

Your institution has unlimited access to this book.

Read Online 185 pages remaining for copy (of 185)

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Add to Bookshelf

Share Link to Book

Cite Book

Description

Currently not available for this book.

Table of Contents

Marketing estratégico  
pp 1-460, 461 pages

Download PDF What can I do? Read Online

Show Subsections

Book Details

TITLE  
Marketing estratégico

PUBLISHER  
EUNSA

PRINT PUB DATE  
2017-01-01

EBOOK PUB DATE  
N/A

LANGUAGE  
Spanish, Castilian

PRINT ISBN  
EBOOK ISBN  
Show more

You May Also Like

Top Picks

Marketing Management

FLUNK RASING

Behind the Cloud

GET CLIENTS

3:14 PM  
1/25/2021



# Proquest Ebook Central (Como crear su propia estanteria de libros)

The screenshot displays the ProQuest Ebook Central interface. At the top, the navigation bar includes the ProQuest Ebook Central logo, a search bar, and links for Bookshelf, Settings, and Sign In. The user is identified as 03435 URBE University. A modal window titled "Sign In to Ebook Central to use your bookshelf" is overlaid on the page. This modal contains two options: "Create Account" and "Sign In". A blue arrow points to the "Create Account" button, and a red arrow points to the "Sign In" button. In the background, the book page for "Marketing estratégico" is visible. A red arrow points to the "Add to Bookshelf" button in the left sidebar. The book's description states it is currently not available for this book. The table of contents lists "Marketing estratégico" with 460 pages. The bottom of the screen shows the Windows taskbar with the search bar and various application icons. The system clock indicates 3:22 PM on 1/25/2021.

# Proquest Ebook Central (Estanteria de libros)

The screenshot displays the Proquest Ebook Central interface. At the top, the Proquest Ebook Central logo is on the left, and navigation links for Search, Bookshelf, Settings, and Sign In are on the right. A search bar is located below the logo. The main content area shows a book titled "Marketing estratégico" by Julian Vilaseca. A "Create Account" modal window is open in the center, featuring a progress bar and input fields for First Name, Last Name, Email/username, and Password. Below the password field, there is a note: "Minimum 8 Characters. Please do not use spaces." and a checkbox for "I agree to Proquest's Privacy Policy and Terms of Service". A "Create Account" button is at the bottom right of the modal. The background book page includes a description, table of contents, and a "You May Also Like" section with book recommendations.

Proquest Ebook Central™

Search Bookshelf Settings ? Sign In

Keyword, Author, ISBN, and more

03435 URBE University

### Create Account

First Name Last Name

Email/username

Password

Minimum 8 Characters. Please do not use spaces.

I agree to Proquest's Privacy Policy and Terms of Service

Create Account

Marketing estratégico

Marketing Management

Download PDF Read Online

What can I do?

Download PDF Read Online

What can I do?

Marketing Management

THE POWER OF MARKETING

BE A NETWORK MARKETING

3:35 PM 1/25/2021

# Proquest Ebook Central (Estanteria de Libros)

The screenshot displays the Proquest Ebook Central interface. At the top, the Proquest Ebook Central logo is on the left, and navigation links for Search, Bookshelf, Settings, and Sign In are on the right. The user's institution, 03435 URBE University, is shown in the top right corner. A search bar is located below the navigation. The main content area features a book cover for 'Marketing estratégico' by Julian Villaverde and Juan Manuel de Toro-Corredor. A sign-in modal is overlaid on the book cover, titled 'Sign In'. The modal contains the text 'ebrary is now Ebook Central!' and 'Sign in with your ebrary credentials below'. It includes two input fields: one for the username 'karely.carrion@urbe.university' and one for a password. A 'Sign In' button is positioned at the bottom right of the modal. Below the sign-in modal, the book's description is visible, stating 'Currently not available for this book.' and providing options to 'Download PDF' or 'Read Online'. A 'Table of Contents' section is also present. On the right side of the interface, there are sections for 'You May Also Like' and 'Top Picks', each displaying several book covers. The Windows taskbar is visible at the bottom of the screen, showing the search bar and various application icons. The system tray in the bottom right corner indicates the time as 3:38 PM on 1/25/2021.

# Proquest Ebook Central Estanteria ( Compartir link, Enviar por email el folder, exportar a Excel la carpeta, citar la carpeta)

The screenshot displays the ProQuest Ebook Central interface. At the top, there is a search bar with the text "Keyword, Author, ISBN, and more" and navigation links for "Advanced Search" and "Browse Subjects". The user is identified as "03435 URBE University".

The main content area is titled "Bookshelf" and shows a list of books under the heading "MAR 201 PRINCIPIOS DE MARKETING". A red arrow points to a set of sharing icons (link, email, folder, etc.) located above the book list.

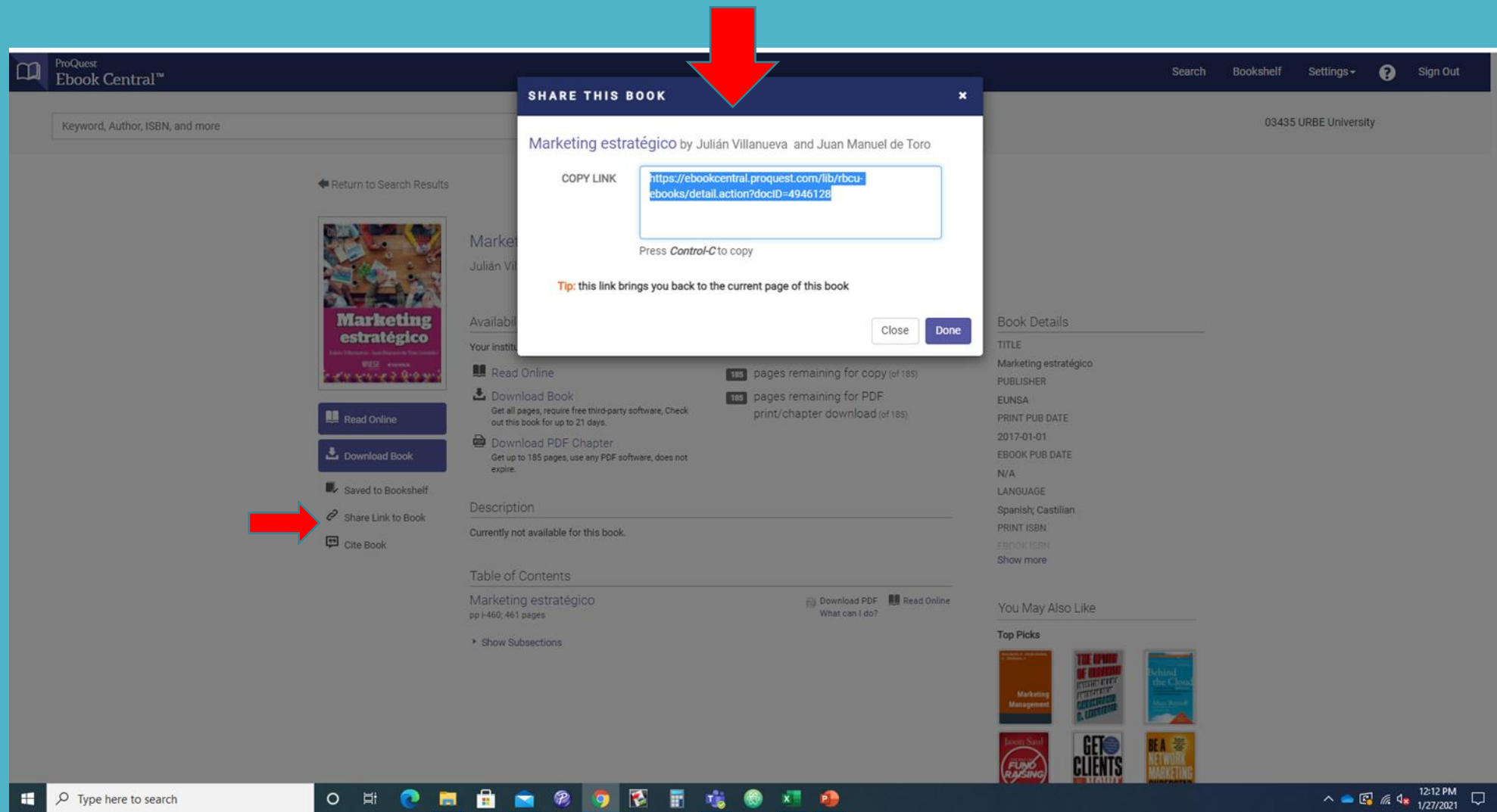
The bookshelf contains the following items:

- La importancia del plan de márketing como herramienta de gestión**  
Sainz de Vicuña Ancín, José María Ediciones Deusto - Planeta de Agostini Profesional y Formación S.L. Ediciones Deusto - Planeta de Agostini Profesional y Formación S.L. 2004  
ISBN: ,  
Available 0 Annotations
- Marketing empresarial: dirección como estrategia competitiva**  
Limas Suárez, Sonia Janneth Ediciones de la U Ediciones de la U 2012  
ISBN: 9789587620313, 9781449278298  
Available 0 Annotations
- Marketing estratégico**  
Villanueva, Julián ;Toro, Juan Manuel de EUNSA EUNSA 2017  
ISBN: , 9788431331672  
Available 0 Annotations
- Marketing y plan de negocio de la microempresa: UF1820**  
Pérez Aguilera, Fermín Editorial CEP, S.L. Editorial CEP, S.L. 2017  
ISBN: 9788468176338, 9788468179674  
Available 0 Annotations

On the left side, there is a sidebar with categories like "Downloads & Loans", "Recently Viewed", "Annotated Books", and "Saved to Bookshelf". The "Saved to Bookshelf" section lists various folders such as "Research", "Business Ethics", "CAP 330", "ECO 380 Microeconomi...", "QMB400", "MBA 615", "MBA 620(S)", "MBA620(E)", "Organizational Learn...", "Libros en Español", "SOC 201 - SOCIOLOGY", "MBA 605-Leadership", "MBA665(S)", "COM412", "ECO424 - Cost Analys...", and "MBA 610- Managerial ...".

The bottom of the image shows the Windows taskbar with the search bar and several application icons. The system clock indicates the time is 3:40 PM on 1/25/2021.

# Proquest Ebook Central (Compartir el link del libro)



The screenshot displays the ProQuest Ebook Central interface for the book "Marketing estratégico" by Julián Villanueva and Juan Manuel de Toro. A red arrow points to the "Share Link to Book" option in the left sidebar. Another red arrow points to the "SHARE THIS BOOK" dialog box, which contains the following information:

**SHARE THIS BOOK**

Marketing estratégico by Julián Villanueva and Juan Manuel de Toro

**COPY LINK** <https://ebookcentral.proquest.com/lib/rbcu-ebooks/detail.action?docID=4946128>

Press **Control-C** to copy

**Tip:** this link brings you back to the current page of this book

Buttons: Close, Done

The background interface includes a search bar, navigation links (Search, Bookshelf, Settings, Sign Out), and book details such as "Marketing estratégico", "EUNSA", and "2017-01-01".

# Proquest Ebook Central (Citar el libro electronico: Formato APA)

The screenshot displays the ProQuest Ebook Central interface for the book "Marketing estratégico" by Julián V. The interface includes a search bar at the top, a navigation menu on the left, and a main content area with book details and a table of contents. A modal window titled "CITATION" is open, showing the "Copy Citation" section with the format set to "APA". The citation text is: "Marketing *estratégico*. (2017). ProQuest Ebook Central https://ebookcentral.proquest.com". Below this, there are buttons for "RefWorks" and "EndNote/Citavi". A red arrow points to the "Cite Book" option in the left sidebar, and a blue arrow points to the "Copy Citation" section in the modal window.

ProQuest Ebook Central™

Search Bookshelf Settings + ? Sign Out

03435 URBE University

Keyword, Author, ISBN, and more

Return to Search Results

Marketing estratégico

Julían V.

Availability

Your institution

Read Online

Download Book

Saved to Bookshelf

Share Link to Book

Cite Book

Book Details

TITLE  
Marketing estratégico

PUBLISHER  
EUNSA

PRINT PUB DATE  
2017-01-01

EBOOK PUB DATE  
N/A

LANGUAGE  
Spanish; Castilian

PRINT ISBN

Show more

You May Also Like

Top Picks

Marketing Management

THE OFFICE OF ORGANIZATION

Behind the Cloud

Jason Saul

FLUID RAISING

GET CLIENTS

BE A NETWORK MARKETING

Download PDF Read Online

Download PDF Read Online

Download PDF Read Online

Table of Contents

Marketing estratégico  
pp i-460; 461 pages

Hide Subsections

Página legal  
pp 2-5; 4 pages

Contenido  
pp 6-12; 7 pages

Press **Control-C** to copy

Export Citation

RefWorks EndNote/Citavi

Close

Type here to search

3:44 PM  
1/25/2021

# DEMOSTRACION

Buscar artículos o tesis sobre: : “ESTILOS DE LIDERAZGO” or “LEADERSHIP STYLES”  
durante los últimos 5 años

Base de Datos: PROQUEST CENTRAL

# Proquest Central : BUSQUEDA AVANZADA : “Estilos de Liderazgo” or “Leadership Styles”

The screenshot shows the ProQuest Central Advanced Search interface. At the top, the ProQuest logo and 'Access provided by 03435 URBE University' are visible. The navigation bar includes 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Change databases'. The main search area is titled 'Advanced Search' and includes tabs for 'Command Line', 'Recent searches', 'Thesaurus', 'Field codes', and 'Search tips'. The search query is set to '"estilos de liderazgo" OR "leadership styles" in Document title - TI'. The 'Limit to' section has 'Full text' selected. The 'Publication date' section is set to 'Specific date range...' with 'Start' as 'Any Month', 'Any Day', '2015' and 'End' as 'Any Month', 'Any Day', '2021'. The 'Search' button is highlighted with a red arrow. Below the search area are three filter panels: 'Source type', 'Document type', and 'Language', each with a 'Select all' checkbox and a list of options. The Windows taskbar at the bottom shows the search bar and various application icons.

ProQuest Central

Basic Search | **Advanced Search** | Publications | Browse | Change databases

Advanced Search | Command Line | Recent searches | Thesaurus | Field codes | Search tips

"estilos de liderazgo" in Document title - TI

OR "leadership styles" in Document title - TI

+ Add a row

Limit to:  Full text  Peer reviewed

Publication date: Specific date range...

Start: Any Month, Any Day, 2015

End: Any Month, Any Day, 2021

Search Clear form

Source type:

- Select all
- Audio & Video Works
- Blogs, Podcasts, & Websites
- Books
- Conference Papers & Proceedings
- Dissertations & Theses
- Encyclopedias & Reference Works

Document type:

- Select all
- Accounting & Tax Standard
- Advertisement
- Annual Report
- Article
- Audio/Video Clip
- Back Matter

Language:

- Select all
- Abkhazian
- Afrikaans
- Albanian
- Amharic
- Arabic
- Asturian



# Proquest Central - RESULTADOS DE BUSQUEDA

Puedes encontrar diferentes tipos de fuentes: Revistas académicas, científicas, , tesis, periódicos y revistas populares

The screenshot shows the ProQuest Central search results page. At the top, the search query is "ti('estilos de liderazgo') OR ti('leadership styles')". The results are sorted by Relevance and limited to Full text. The source type filter is set to Scholarly Journals (250). The publication date range is 2015-2021. The results list includes:

- 1. ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES EN LAS PYMES. Alternate title: LEADERSHIP STYLES OF MEN AND WOMEN IN THE SMES. Solarte, Mónica García; Salas-Arbeláez, Laura; Martínez, Édgar Gaviria. *Ad-minister*; Medellín Iss. 31, (Jul-Dec 2017): 25-46.
- 2. EL ESTUDIO DE LOS ESTILOS DE LIDERAZGO EN EL CAMPO DE LA EDUCACIÓN. Alternate title: THE STUDY OF LEADERSHIP STYLES IN THE FIELD OF EDUCATION. Pedraja-Rejas, Liliana; Riquelme-Castañeda, Jaime. *Interciencia*; Caracas Vol. 42, Iss. 11, (Nov 2017): 709.
- 3. Leadership Styles and Work Attitudes: Does Age Moderate their Relationship? Alternate title: Estilos de liderazgo y actitudes en el trabajo: ¿modera la edad su relación? Tziner, Aharon; Or Shkoler. *Revista de Psicología del Trabajo y de las Organizaciones*; Madrid Vol. 34, Iss. 3, (2018): 195-201.
- 4. Influencia de los estilos de liderazgo en el desempeño de las empresas exportadoras colombianas/Influência dos estilos de liderança no desempenho das empresas de exportação colombianas. Escandon Barboza, Diana Marcela; Hurtado Ayala, Andrea. *Estudios Caribeños*; Santiago de Chile Vol. 32, Iss. 120, (Abr-Jun 2016): 127-145.

Blue arrows point to the search filters and the first result. A red arrow points to the action icons (quote, email, print, etc.) for the first result.

# Proquest Central - RESULTADOS DE BUSQUEDA)

## Salvarlo en PDF, Citarlo, Enviar por correo electrónico, Imprimirlo y otras opciones

The screenshot shows the ProQuest Central interface. At the top, the ProQuest logo and 'Access provided by 03435 URBE University' are visible. The navigation bar includes 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Change databases'. The search results show 1 of 545 items. The article title is 'ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES EN LAS PYMES'. Below the title, there are icons for 'Download PDF', 'Cite', 'Email', 'Print', and 'All Options', with a large blue arrow pointing to the 'All Options' icon. The abstract text is visible, along with an 'Alternate abstract' section. The 'Full Text' section is also present. On the right side, there is a search bar and a 'Related items' section with several related articles listed.

ProQuest Central

Basic Search | Advanced Search | Publications | Browse | Change databases

< Back to results 1 of 545 >

Full Text | Scholarly Journals

### ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES EN LAS PYMES

Alternate title: LEADERSHIP STYLES OF MEN AND WOMEN IN THE SMES  
Solarte, Mónica García; Salas-Arbeláez, Laura; Martínez, Édgar Gaviria. **Ad-minister**; Medellín Iss. 31, (Jul-Dec 2017): 25-46.  
DOI:10.17230/ad-minister.31.2

Download PDF | Cite | Email | Print | All Options

Full text | Full text - PDF | Abstract/Details

#### Abstract

Translate

Según el género (hombre o mujer) se ejercen diferentes estilos de liderazgo. Por un lado, las mujeres han sido catalogadas más transformacionales que los hombres, que se consideran, por el contrario, más transaccionales. En este sentido, este estudio identifica el estilo de liderazgo promovido según el género de los gerentes en las pymes de Cali del sector manufacturero y de alta tecnología. Para este fin, se aplicó el cuestionario multifactorial de liderazgo (MLQ) a una muestra probabilística de 142 gerentes. Los resultados muestran que el estilo predominante en las pymes es el transformacional, tanto en hombres como en mujeres, es decir, que no difieren en su estilo de liderazgo de manera significativa. Esta investigación contribuye a un nuevo contexto según el cual el estilo de liderazgo no varía de acuerdo con el género y plantea la idea de que hombres y mujeres pueden dirigir de manera similar.

**Alternate abstract:**

Different leadership styles are exercised according to the gender (male or female). On the one hand, women have been regarded as more transformational

More

#### Full Text

Translate

**Headnote**  
JEL: M10, M12, J16

RECIBIDO: 13 / 0 5 / 2 016

Search this database...

#### Related items

Opinion - Liderazgo en el entorno financiero; [Source: El Economista] Luis Felipe Nieto. **NoticiasFinancieras**; Miami [Miami]07 Aug 2007: 1.

Liderazgo transformacional y la facilitación de la aceptación al cambio organizacional1 Rubiano, Mónica García. **Pensamiento Psicológico**; Cali Vol. 9, Iss. 16, (2011): 41-54.

EL LIDERAZGO DE HOMBRES Y MUJERES: DIFERENCIAS EN ESTILOS DE LIDERAZGO, RELACIONE ... Cuadrado, Isabel; Molero, Fernando; Navas, Marisol. **Acción Psicológica**; Madrid Vol. 2, Iss. 2, (2003): 115-129.

Liderazgo y género, ¿cuestión de

# Proquest Central (RESULTADOS DE BUSQUEDA - Citar el artículo)

The image shows a screenshot of the ProQuest Central website. The main page displays search results for the article "ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES EN LAS PYMES" by Solarte, Mónica García; Salas-Arbeláez, Laura; and Martínez, Édgar. The article title is in large, bold letters, and the authors' names are listed below it. The abstract is visible, starting with "Según el género (hombre o mujer) se ejercen diferentes estilos de liderazgo...".

A "Cite" modal window is open in the foreground, titled "Cite". It contains the following information:

- Style: APA 6th - American Psychological Association, 6th Edition
- Citation text: Solarte, M., Salas-Arbeláez, L., & Martínez, É. G. (2017). ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES EN LAS PYMES. *Ad-Minister*, (31), 25-46. doi:http://dx.doi.org/10.17230/ad-minister.31.2
- Buttons: Download PDF, Cite (highlighted with a red arrow), Email, Print, All Options
- Powered by RefWorks logo and text: "Consult RefWorks style guidelines to check the accuracy and completeness of your citations." with a "Copy" button.
- Export to a citation manager or file section with icons for RefWorks, RIS (EndNote, Citavi, etc.), NoodleTools, EasyBib, and XLS (Microsoft Excel Format).
- A "Done" button at the bottom right.

The background page also shows a search bar, a "Related items" section with several article titles, and a Windows taskbar at the bottom with the time 4:00 PM on 2/1/2021.

# Proquest Central (RESULTADOS DE BUSQUEDA - Enviar el artículo al correo electrónico) )

The image shows a screenshot of the ProQuest Central website interface. The main content area displays search results for the article "ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES". The article title is "ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES" with the alternate title "LEADERSHIP STYLES OF MEN AND WOMEN IN MANUFACTURING FIRMS". The author is "Solarte, Mónica García; Salas-Arbeláez, Laura; Martínez, Edgardo". The DOI is "10.17230/ad-minister.31.2".

An "Email" dialog box is open in the foreground, allowing the user to email the article. The dialog box contains the following fields and options:

- Content:** Full text (citation, abstract, full text, images, indexing) (where available). Note: Original file formats (e.g., PDF, video, presentation, spreadsheet) will not be saved.
- Bibliography:**  Include bibliographic citations at the end
- Citation style:** APA 6th - American Psychological Association, 6th Ed
- Include:**  Recent searches,  Cover page/header,  Table of contents,  Document numbering
- Email addresses:** karely.carrion@urbe.university
- Your name:** Karely Carrion
- Subject:** Your ProQuest Research
- Message:** (Optional)

At the bottom of the dialog box, there is a "Privacy Policy" link, a "Cancel" button, and a "Continue" button.

In the background, the search results page shows a toolbar with icons for "Download PDF", "Cite", "Email", "Print", and "All Options". A red arrow points to the "Email" icon in this toolbar.

# Proquest Central RESULTADOS DE BUSQUEDA (Todas las opciones)

The image shows a screenshot of the ProQuest Central interface. At the top, there is a navigation bar with 'ProQuest Central' and various search options. The main content area displays search results for 'ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES'. A modal window titled 'All save options' is open in the center, listing various actions for the selected document. A large red arrow points down to the top of the modal, and another red arrow points up to the 'All Options' button in the background interface.

**ProQuest Central**  
Basic Search | Advanced Search | Publications | Browse | Change databases

Back to results 1 of 545 >  
Full Text | Scholarly Journals  
**ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES**  
Alternate title: LEADERSHIP STYLES OF MEN AND WOMEN IN SMALL BUSINESS  
Solarte, Mónica García; Salas-Arbeláez, Laura; Martínez, Edgar  
DOI:10.17230/ad-minister.31.2

Full text | Full text - PDF | Abstract/Details

**Abstract**  
Translate ▾  
Según el género (hombre o mujer) se ejercen diferentes estilos de liderazgo en los hombres, que se consideran, por el contrario, más transaccional en las mujeres. Los resultados de una muestra probabilística de 142 gerentes. Los resultados indican que, en mujeres, es decir, que no difieren en su estilo de liderazgo, el estilo de liderazgo no varía de acuerdo con el género y el tamaño de la empresa.

**Alternate abstract:**  
Different leadership styles are exercised according to the gender and the size of the company.

**Full Text**  
Translate ▾  
**Headnote**  
JEL: M10, M12, J16  
RECIBIDO: 13 / 0 5 / 2 016

**All save options**  
https://search.proquest.com/scholarly-journals/estilos-de-liderazgo-hombres-y-mujeres

**MOST POPULAR**

- Download PDF
- Cite
- Email
- Print
- Save to My Research
- Add to Selected items

**CLOUD SAVING**

- Google Drive
- Google Classroom
- Microsoft OneDrive

**CITATION EXPORT**

- RefWorks
- RIS EndNote, Citevi, etc.
- NoodleTools
- EasyBib

**OTHER OPTIONS**

- PDF
- XLS Microsoft Excel Format
- RTF Microsoft Word Format
- TXT Text only

Download PDF | Cite | Email | Print | All Options

Search this database... [Search]

**Related items**

- Opinion - Liderazgo en el entorno financiero; [Source: El Economista] Luis Felipe Nieto. **NoticiasFinancieras; Miami** [Miami]07 Aug 2007: 1.
- Liderazgo transformacional y la facilitación de la aceptación al cambio organizacional I Rubiano, Mónica García. **Pensamiento Psicológico; Cali** Vol. 9, Iss. 16, (2011): 41-54.
- EL LIDERAZGO DE HOMBRES Y MUJERES: DIFERENCIAS EN ESTILOS DE LIDERAZGO, RELACIONES CUADRADO, ISABEL; MOLERO, FERNANDO; NAVAS, MARISOL. **Acción Psicológica; Madrid** Vol. 2, Iss. 2, (2003): 115-129.
- Liderazgo y género, ¿cuestión de...

Type here to search | 4:08 PM 2/1/2021

# Proquest Central (RESULTADOS DE BUSQUEDA –Dissertaciones y Tesis)

ProQuest Central

Basic Search | Advanced Search | Publications | Browse | Change databases

ti("estilos de liderazgo") OR ti("leadership styles")

Additional limits - Date: From 2015 to 2021; Language: English, Spanish

147 results

Applied filters: Dissertations & Theses

Sorted by: Relevance

Limit to: Full text

Source type: Dissertations & Theses (147)

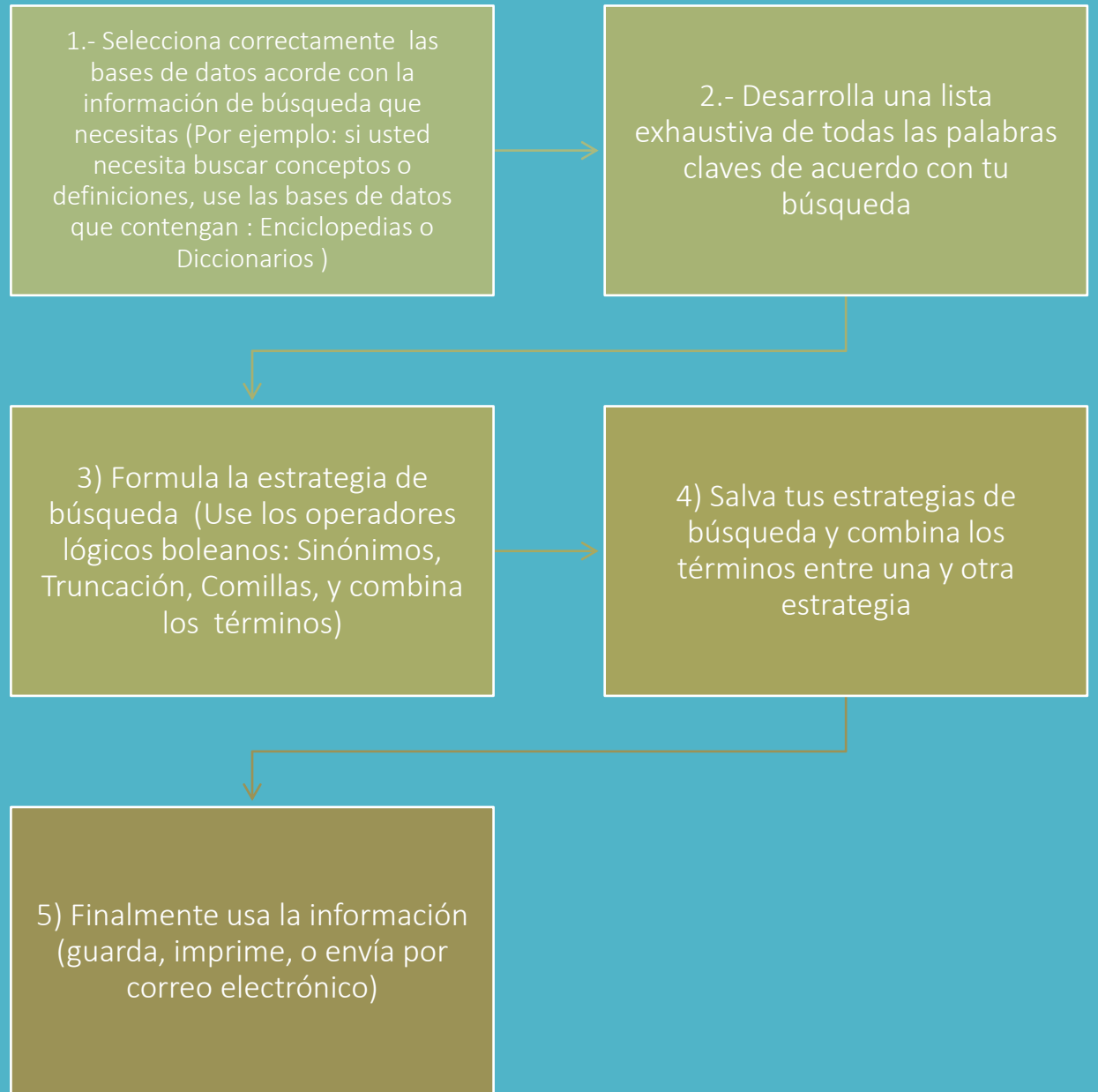
Publication date: 2015 - 2020 (years)

Select 1-20

- 1 **Estilos de liderazgo**: Su relación con el aprovechamiento académico de los estudiantes de las escuelas elementales de un distrito escolar de la región educativa de ponce  
Cancel, Evelyn. Universidad del Turabo (Puerto Rico), ProQuest Dissertations Publishing, 2015. 3709239.  
Abstract/Details | Preview - PDF (2 MB) | Full text - PDF (6 MB) | Order a copy | References (53)
- 2 **Leadership styles** of female healthcare executives: Comparison of transformational, transactional, and passive-avoidant **leadership styles**  
Bullock, Gregory A. Capella University, ProQuest Dissertations Publishing, 2015. 3682571.  
Abstract/Details | Preview - PDF (232 KB) | Full text - PDF (1 MB) | Order a copy | Cited by (5) | References (131)
- 3 **Leadership Styles** and Emotional Intelligence of Federal Employees in Diversified Work Environments  
Alternate title: **Leadership Styles** and Emotional Intelligence of Federal Employees in Diversified Work Environments  
Lopez, Richard. Walden University, ProQuest Dissertations Publishing, 2020. 28093610.  
Abstract/Details | Preview - PDF (1 MB) | Full text - PDF (1 MB) | Order a copy
- 4 Emergent **leadership styles** within global virtual teams  
Simms, Michael Keith. University of Maryland University College, ProQuest Dissertations Publishing, 2016. 10194674.  
Abstract/Details | Preview - PDF (704 KB) | Full text - PDF (4 MB) | Order a copy | References (230)

Windows taskbar: Type here to search, 4:09 PM, 2/1/2021

# Pasos para desarrollar una eficaz recuperación de la información



# COSAS PARA RECORDAR





# Puntos communes entre las bases de datos



**Tipo de Búsqueda** : Simple y Avanzada



**Estrategia de búsqueda** : Usa operadores lógicos booleanos (AND, OR and NOT), entre comillas (“), asterisco (\*) y combina los términos.



**Búsqueda por:** Título del Documento, Titulo de la Publicación, limitadores tal como: (Fecha de Publicación, Lenguaje, tipo de document, etc.)

# Puntos communes entre las bases de datos



**Que puedo hacer con los resultados de búsqueda:**



**Bajarlos a mi computadora**



**Guardarlos en memoria o computador**



**Imprimirlos**



**Enviarlos al correo electrónico**



**Citarlos de acuerdo a los formatos, por ejemplo:  
APA**

# Dudas, comentarios o retroalimentación



# GRACIAS POR TU PARTICIPACION

Si tienes alguna duda por favor contácteme a:

Bibliotecaria. Karely Carrion

Correo electrónico : [karely.carrion@urbeuniversity.edu](mailto:karely.carrion@urbeuniversity.edu)

Teléfono: (786) 744-8211