



URBE UNIVERSITY LIBRARY

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

Bibliotecaria. Karely Carrion
Febrero 22, 2021

QUE ES LIRN? ?

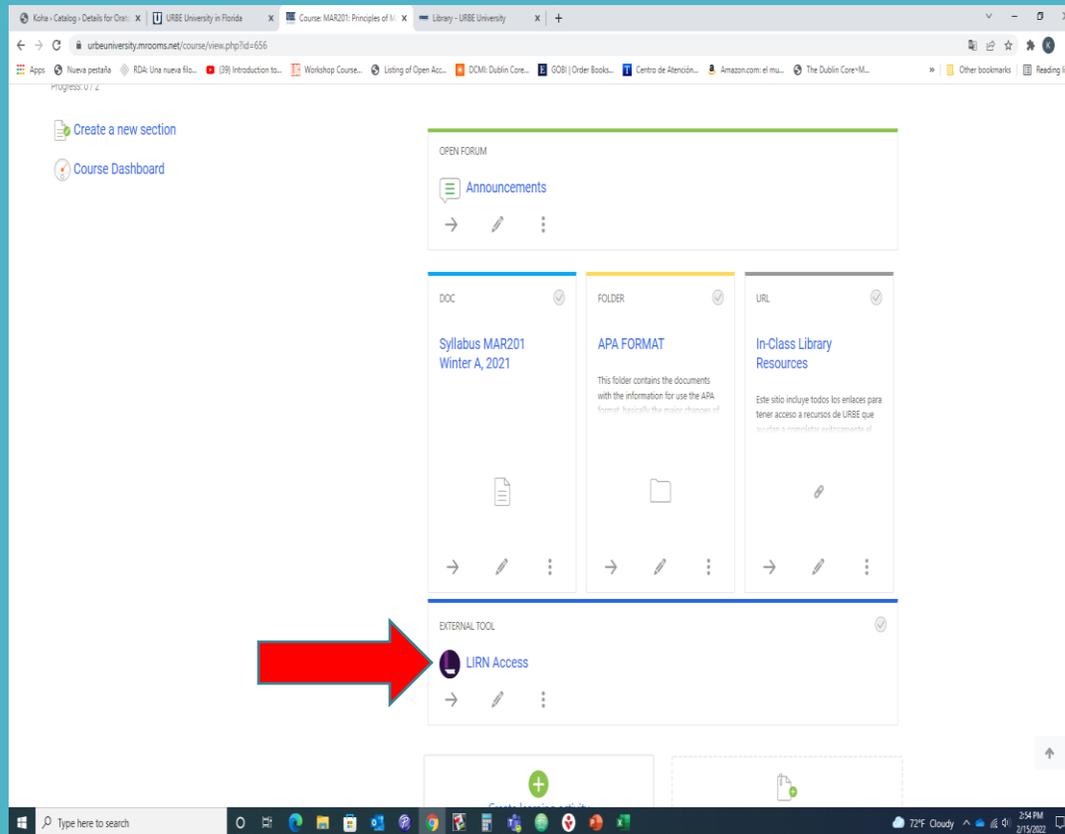
- LIRN es una colección de Bases de Datos que contiene fuentes de información o recursos apropiados para alumnos y profesores.
- Esta colección de Bases de Datos provee acceso a texto completo a: libros electrónicos, diccionarios, enciclopedias, revistas académicas, videos, audios, traducciones, periódicos,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

Por qué usar LIRN?

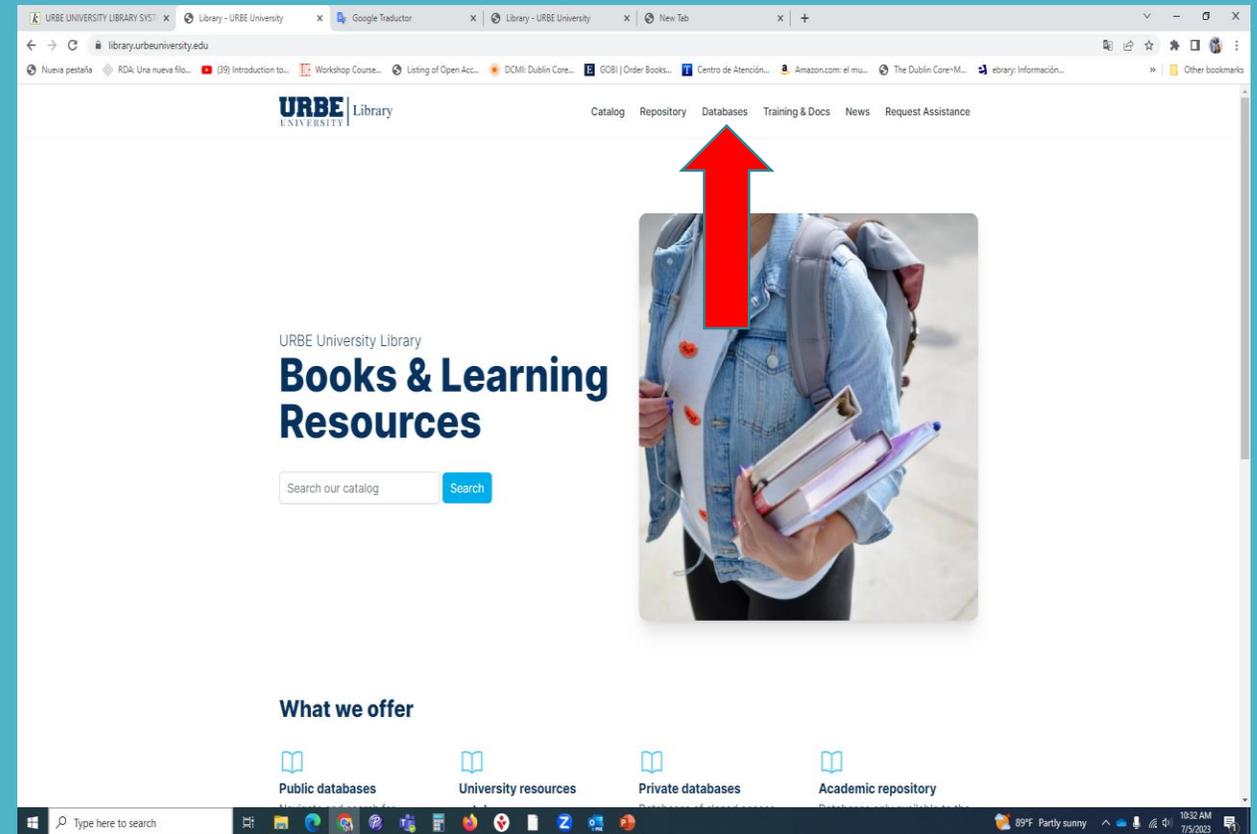
- Estas bases de datos estan bien organizadas de acuerdo a las áreas del conocimiento.
- Sus artículos han sido indexados por expertos.
- La interfaz de búsqueda es amigable , y las opciones de búsquedas son similares entre las distintas bases de datos



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 LIRN homepage for URBE University. At the top left is the URBE University logo. To the right 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 positioned to the right of these options. Below the navigation is a section titled "Jump to a specific group" containing 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 is a section for "Automotive / Aviation" with a search bar. This section contains a grid of database tiles, including 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, showing the search bar and various application icons.

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

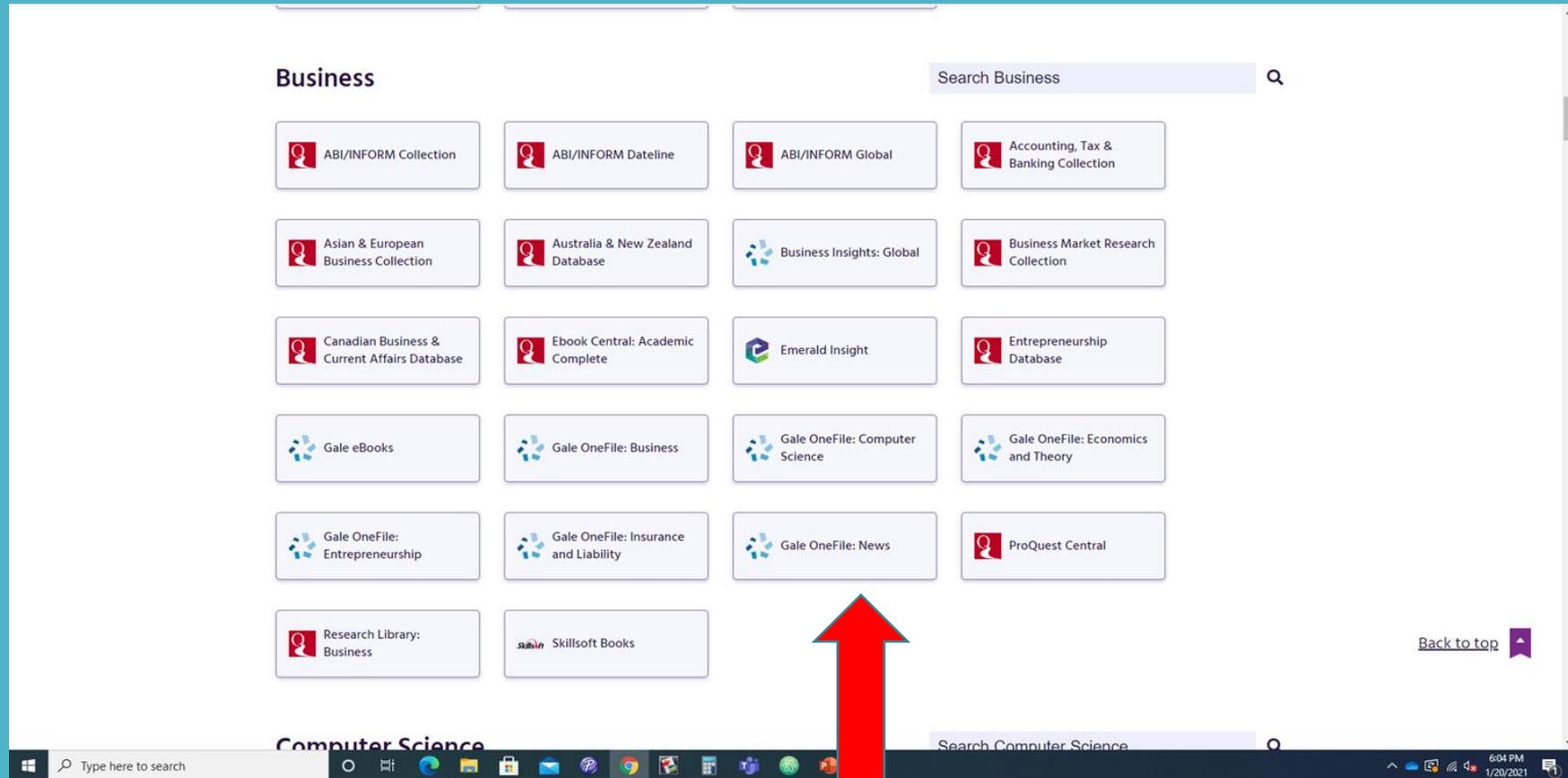
Military Database

Type here to search

11:39 AM 1/22/2021

Bases de datos del área de Negocio

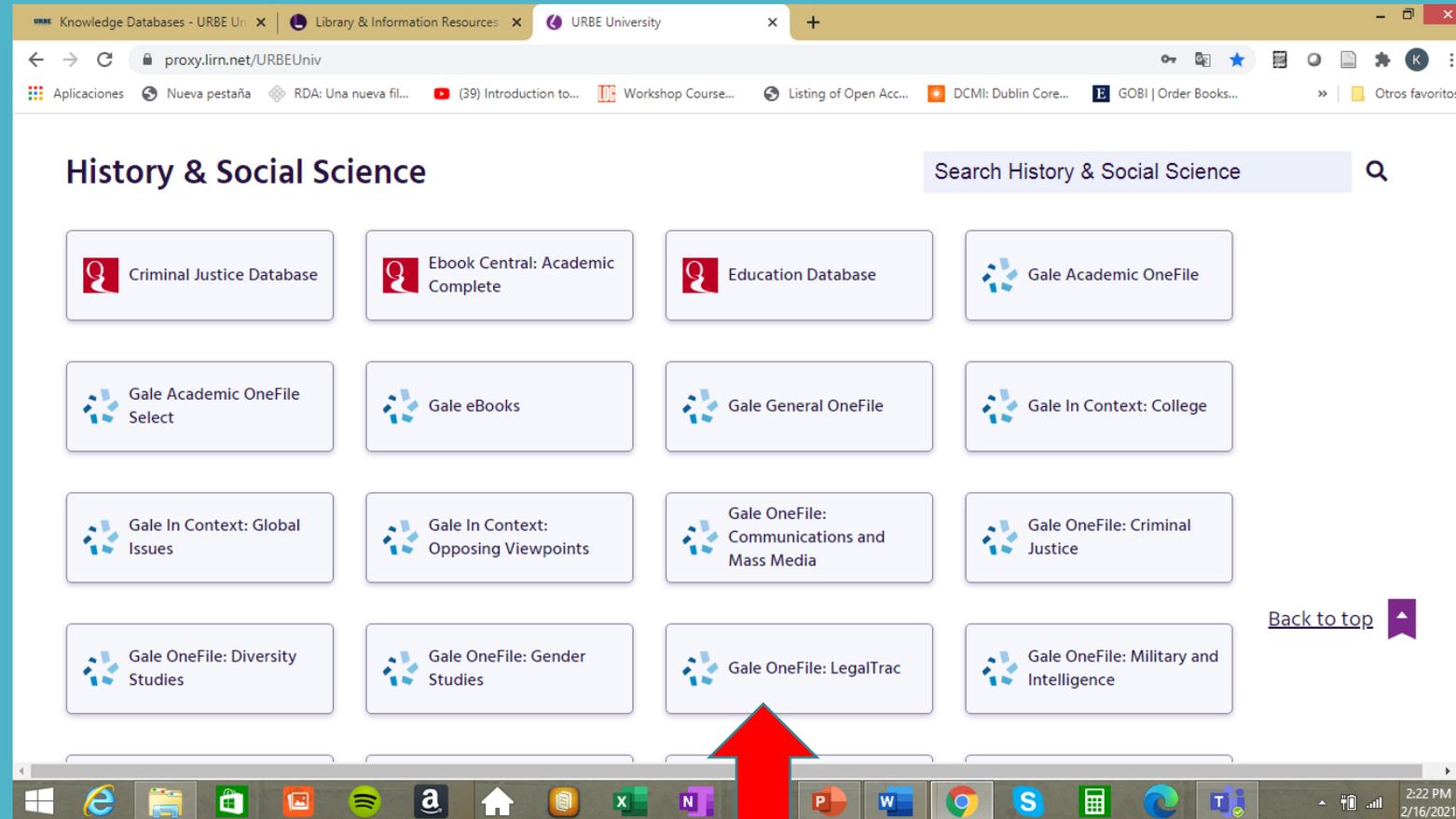
Información relacionada al área de economía, negocios, información específica nacional o internacional acerca de compañías , etc. puedes encontrarla en las siguientes bases de datos



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

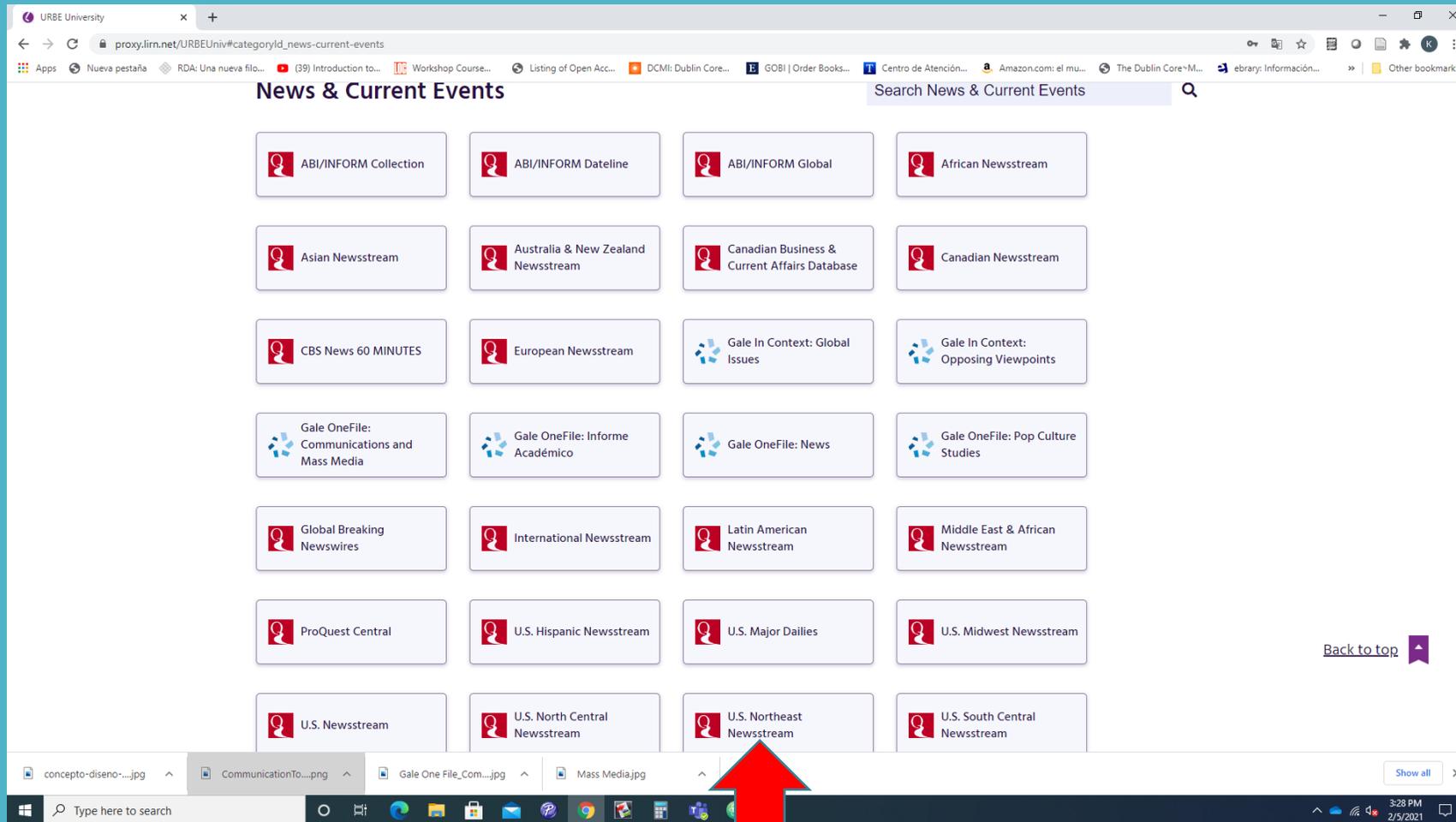
Información relacionada al área de Comunicaciones, publicidad, medios de comunicación masiva, periodismo, agenda, noticias, etc, puedes encontrarla en las siguientes bases de datos



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". The browser's address bar shows "proxy.lirm.net/URBEUniv#categoryId_news-current-events". The page features a search bar and a grid of 32 database tiles, each with a red 'Q' icon 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 on the right indicates the time is 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 the navigation bar, there are links for "Alphabetical View", "Subject View", "Vendor View", and "Tools". A section titled "Jump to a specific group" contains a list of database categories: 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. A red arrow points to the "Education" link. Below this, the "Automotive / Aviation" section is expanded, showing a search bar and a grid of database tiles including 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.

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 browser tabs, there are four database icons: Ebook Central: Academic Complete, Gale Directory Library, Gale eBooks, and ProQuest Central. The main content area is divided into two sections: 'Education' and 'General & Interdisciplinary'. The 'Education' section contains a grid 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 in the Education section. The 'General & Interdisciplinary' section contains icons for Research Library: Literature & Language and Research Library: Social Science. At the bottom of the page, there is a Windows taskbar with various application icons and a system tray showing the date and time as 9:37 AM on 2/16/2022.

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

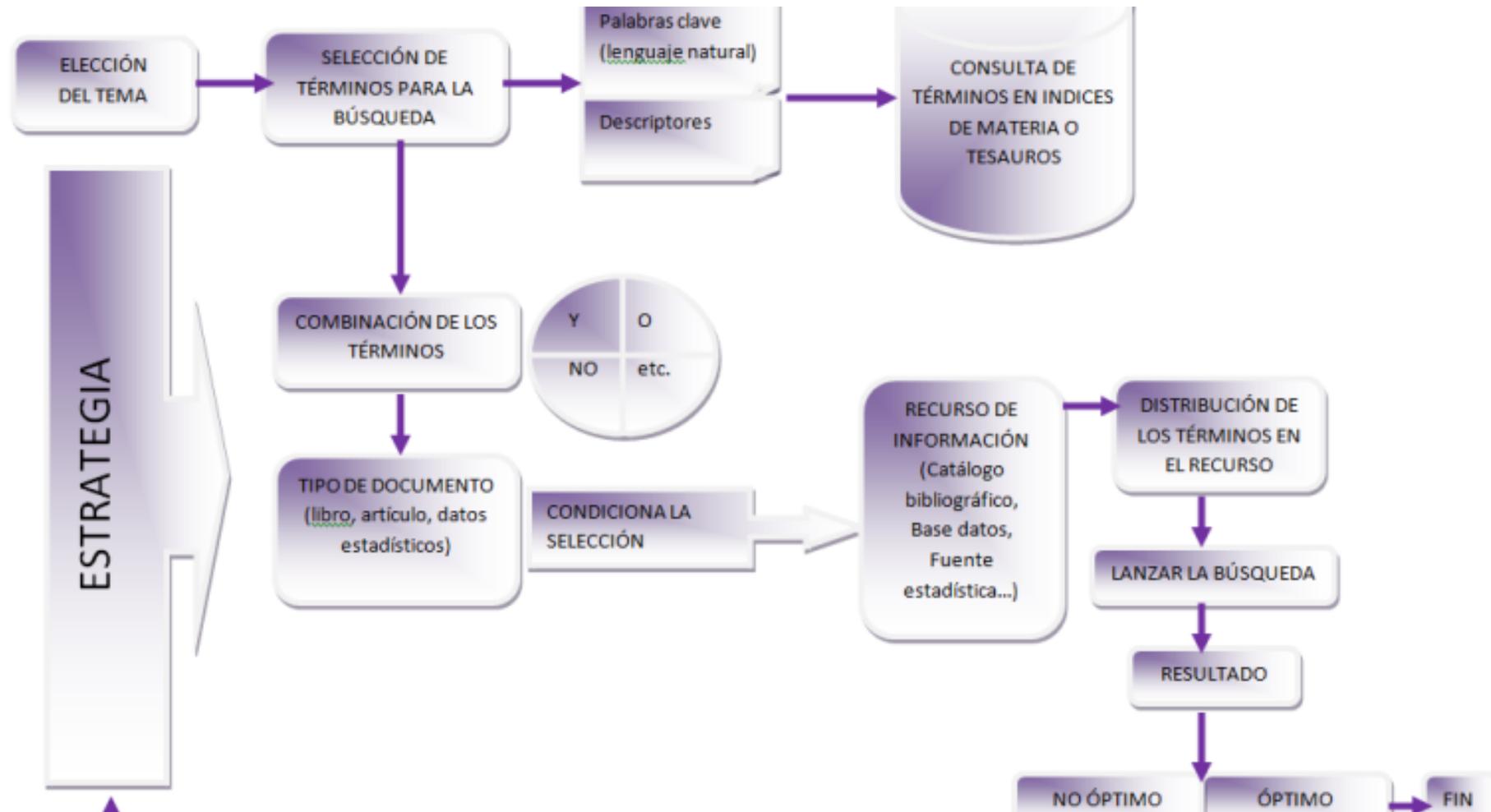
**Entrepreneurship
Database**

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 .

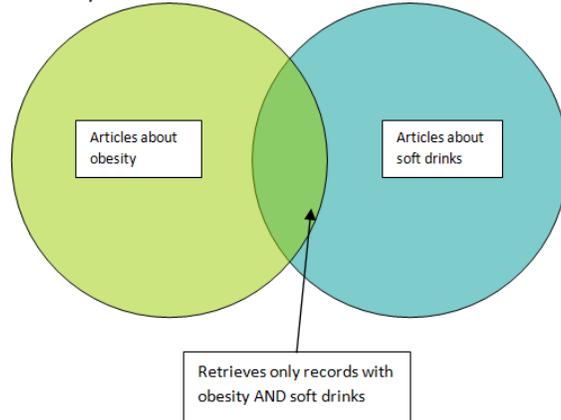
USA LOS OPERADORES BOOLEANOS

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

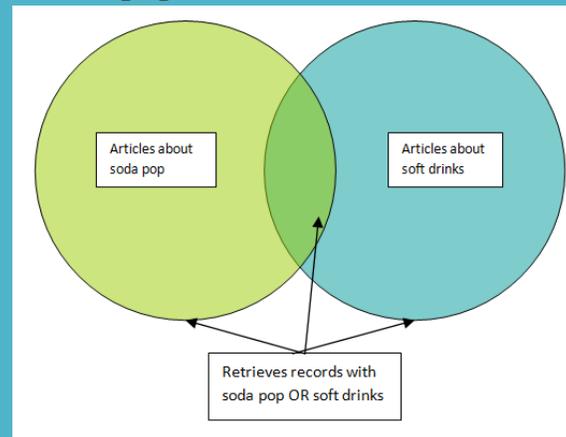


El operador **OR** :

- 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

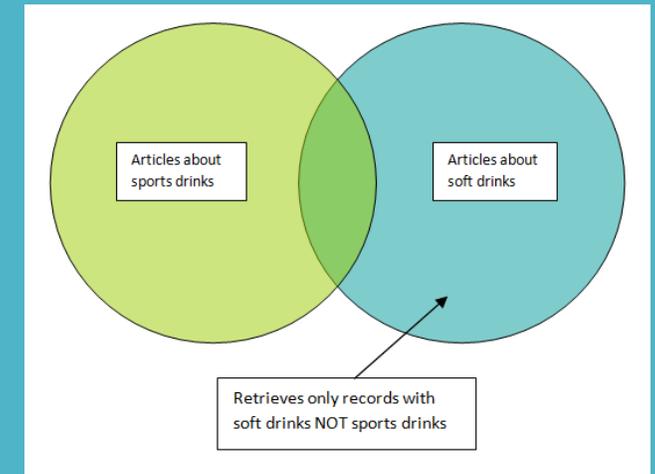


El operador **NOT**:

- Excluye los resultados de búsqueda o los reduce

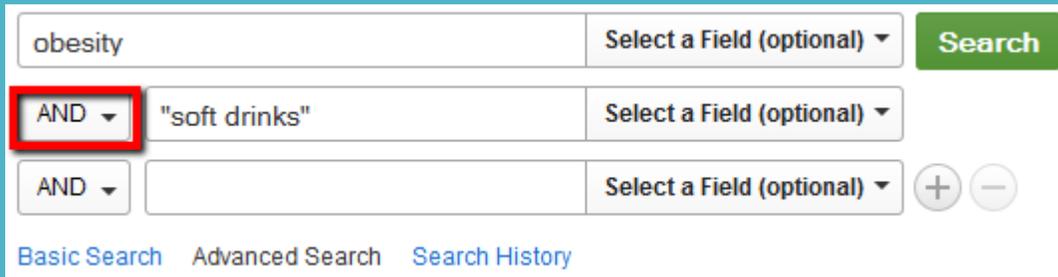
Ejemplo:

soft drinks **NOT** sports drinks



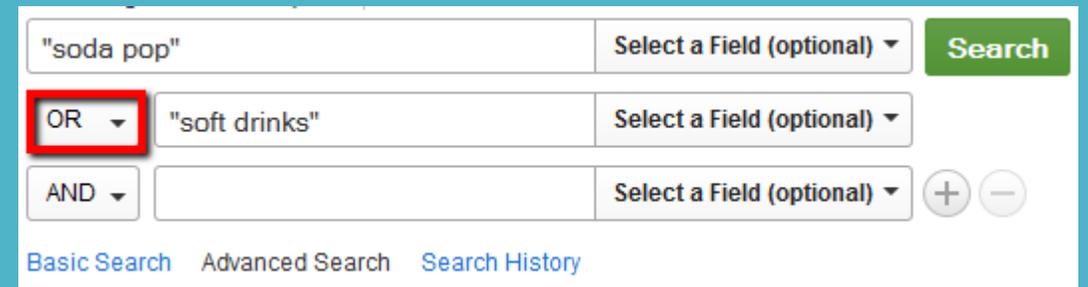
Cómo usar los operadores lógicos booleanos en tu búsqueda?

- **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 set to "Select a Field (optional)". The second search box contains the phrase "soft drinks" and also has a dropdown menu set to "Select a Field (optional)". A red box highlights the "AND" operator in a dropdown menu between the two search boxes. Below the search boxes are buttons 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 phrase "soda pop" and has a dropdown menu set to "Select a Field (optional)". The second search box contains the phrase "soft drinks" and also has a dropdown menu set to "Select a Field (optional)". A red box highlights the "OR" operator in a dropdown menu between the two search boxes. Below the search boxes are buttons 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

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

Carousel of book covers including: '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', and 'MARKETING PARA SEÑORES DE LA ESCUELA'.

Type here to search

5:29 PM 1/20/2021

Proquest Ebook Central BUSQUEDA AVANZADA

ProQuest Ebook Central™

Search Bookshelf Settings - ? Sign Out

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

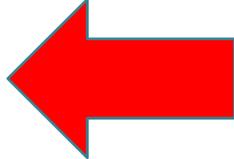
Number of Copies

More than 1

Unlimited

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' and '03435 URBE University'. Below this, there are tabs for '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 links for Privacy Policy, Terms & Conditions, Cookie Policy, DMCA Policy, Personal Data Options, Cookie Preferences, and Accessibility. The Windows taskbar at the very bottom shows 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

Windows Taskbar: 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 shows the ProQuest Ebook Central interface for the book "Marketing estratégico" by Julián Villanueva and Juan Manuel de Toro. The page includes a search bar at the top, a navigation menu, and a main content area with various options for accessing the book. Two red arrows highlight the "Read Online" button in the left sidebar and the "Read Online" link in the Table of Contents section.

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)

Download Book 185 pages remaining for PDF print/chapter download (of 185)
Get all pages, require free third-party software, Check out this book for up to 21 days.

Download PDF Chapter
Get up to 185 pages, use any PDF software, does not expire.

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

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

You May Also Like

Top Picks

Marketing Management
FUNDS RAISING
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", with a blue arrow pointing to the "Create Account" button and a red arrow pointing to the "Sign In" button. Below the modal, the book page for "Marketing estratégico" is visible. A red arrow points to the "Add to Bookshelf" button in the left sidebar. The book details include a description, table of contents, and download options. The Windows taskbar at the bottom shows the system tray with the date and time: 3:22 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. A search bar is located below the header. The main content area shows a book titled "Marketing estratégico" by Julian Villegas and Juan Manuel de Tardío. The book cover features a collage of colorful items. A "Create Account" modal window is overlaid on the book page, containing the following fields and options:

- First Name
- Last Name
- Email/username
- Password (with a note: "Minimum 8 Characters. Please do not use spaces.")
- I agree to ProQuest's Privacy Policy and Terms of Service
- Create Account button

Below the book cover, there are options to "Read Online" and "Download". The "Description" section states "Currently not available for this book." The "Table of Contents" section lists "Marketing estratégico" with "pp i-460; 461 pages" and options to "Download PDF" and "Read Online". A "You May Also Like" section is visible at the bottom right, featuring several book covers including "Marketing Management", "THE POWER OF BRANDING", "FUNDO RAISING", "Behind the Clouds", "GET CLIENTS", and "BE A NETWORK MARKETING". The Windows taskbar at the bottom shows the search bar and various application icons. The system tray on the right indicates the time is 3:35 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. The user's institution, 03435 URBE University, is identified in the top right corner. A search bar is present below the navigation. The main content area shows a book titled "Marketing estratégico" by Julian Villaverde and Juan Manuel de Toro-Corredor. A sign-in modal is overlaid on the book details, featuring the text "ebrary is now Ebook Central!" and "Sign in with your ebrary credentials below". The modal contains a text input field with the email "karely.carrion@urbe.university" and a password field. A "Sign In" button is located at the bottom right of the modal. The background book details include a description stating "Currently not available for this book.", a table of contents, and options to download PDF or read online. A "You May Also Like" section is visible at the bottom right, displaying several book covers.

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 section is titled "Bookshelf" and contains a list of books under the heading "MAR 201 PRINCIPIOS DE MARKETING". A red arrow points to a sharing icon (a square with a circle) in the top right corner of this section.

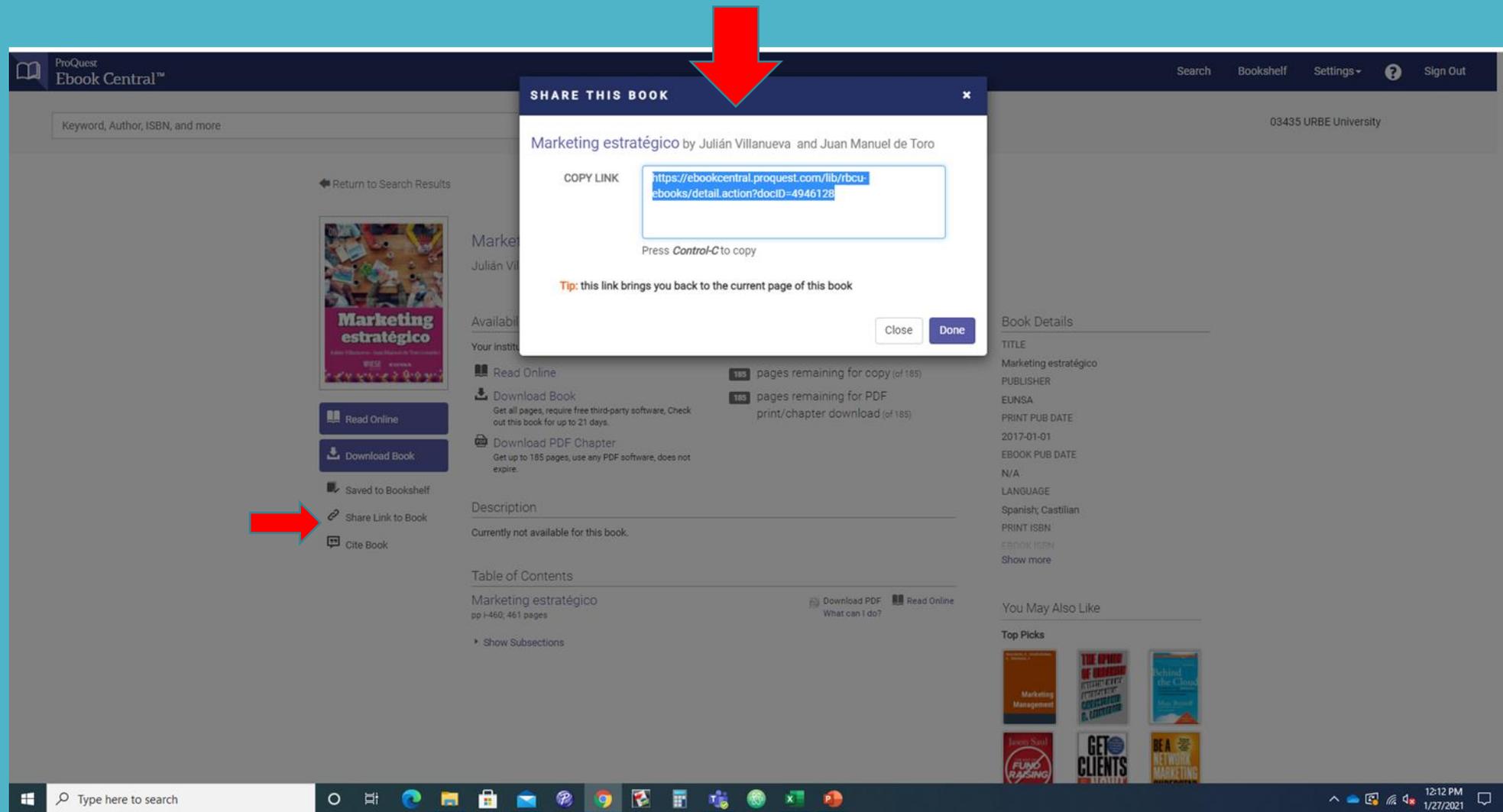
The bookshelf contains the following items:

- La importancia del plan de marketing 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
- Principios de marketing**

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 a Windows taskbar with the search bar "Type here to search" and various application icons. The system clock shows "3:40 PM 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 "185 pages remaining for copy (of 185)" and "185 pages remaining for PDF print/chapter download (of 185)".

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

The screenshot displays the ProQuest Ebook Central interface. A modal window titled "CITATION" is open, showing the "Copy Citation" section with the "FORMAT" dropdown set to "APA". The citation text is: "Marketing *estratégico*. (2017). ProQuest Ebook Central https://ebookcentral.proquest.com". Below this, it says "Press Control-C to copy". The "Export Citation" section has buttons for "RefWorks" and "EndNote/Citavi". A "Close" button is at the bottom right of the modal. A blue arrow points to the "CITATION" title, and a red arrow points to the "Cite Book" option in the left sidebar. The background shows the book details for "Marketing estratégico" by Julián V. The interface includes a search bar, navigation links (Search, Bookshelf, Settings, Sign Out), and a user profile (03435 URBE University). The Windows taskbar at the bottom shows the time as 3:44 PM on 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 criteria are defined as follows:

- Search term 1: "estilos de liderazgo" in "Document title - TI" field.
- Search term 2: "leadership styles" in "Document title - TI" field.
- Operator: OR
- Limit to: Full text, Peer reviewed
- Publication date: Specific date range... (Start: Any Month, Any Day, 2015; End: Any Month, Any Day, 2021)

At the bottom, there are three filter panels:

- 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.

A "Search" button and a "Clear form" link are located to the right of the filter panels. The Windows taskbar at the bottom shows the time as 3:50 PM on 2/1/2021.

Red arrows in the image point to the search terms, the "Add a row" button, the "Publication date" dropdown, and the "Search" button.

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 ProQuest logo and 'Access provided by 03435 URBE University' are visible. The search bar contains the query 'ti("estilos de liderazgo") OR ti("leadership styles")'. Below the search bar, there are filters for 'Additional limits - Date: From 2015 to 2021; Language: English, Spanish'. The results section shows 545 results, sorted by Relevance. The left sidebar includes filters for 'Sorted by' (Relevance), 'Limit to' (Full text, Peer reviewed), 'Source type' (Scholarly Journals, Dissertations & Theses, Newspapers, Magazines, Trade Journals), and 'Publication date' (2015 - 2021 years). The main 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/Influencia dos estilos de liderança no desempenho das empresas de exportação colombianas**
Escandon Barboza, Diana Marcela; Hurtado Ayala, Andrea *Estudios Gerenciales*; Santiago de Chile Vol. 33, Iss. 120, (Apr-Jun 2016): 127-145.

Blue arrows point to the search bar and the 'Source type' filter. A red arrow points to the 'Full Text' link for the first result. A red arrow points to the 'Show Abstract' link for the first result. A red arrow points to the 'Full Text' link for the third result.

Type here to search

3:54 PM
2/1/2021

Proquest Central - RESULTADOS DE BUSQUEDA)

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

ProQuest Central

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

Access provided by 03435 URBE University

< 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

Type here to search

3:57 PM 2/1/2021

Proquest Central (RESULTADOS DE BUSQUEDA - Citar el artículo)

The image shows a screenshot of the ProQuest Central website. A search result for the article "ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES EN LAS PYMES" is visible. A "Cite" modal window is open in the foreground, displaying citation information and options. A red arrow points to the "Cite" icon in the article's action menu.

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 SMALL AND MEDIUM BUSINESSES

Solarte, Mónica García; Salas-Arbeláez, Laura; Martínez, Édgar

DOI:10.17230/ad-minister.31.2

Full text | Full text - PDF | Abstract/Details

Abstract

Según el género (hombre o mujer) se ejercen diferentes estilos de liderazgo en las pymes de Cali del sector manufacturero. Se realizó un estudio cuantitativo a una muestra probabilística de 142 gerentes. Los resultados indican que, como 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 pyme.

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 leadership style, while men have been regarded as more autocratic leadership style. A quantitative study was conducted on a probabilistic sample of 142 managers in the manufacturing sector of Cali. The results indicate that, as in women, that is, that they do not differ in their leadership style, the leadership style does not vary according to gender and the size of the SME.

Full Text

Headnote
JEL: M10, M12, J16

RECIBIDO: 13 / 05 / 2016

Access provided by

Download PDF | Cite | Email | Print | All Options

Copy citations directly into your paper

APA 6th - American Psychological Association, 6th Edition

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

Powered by RefWorks Consult RefWorks style guidelines to check the accuracy and completeness of your citations. Copy

Export to a citation manager or file

- RefWorks
- EndNote, Citavi, etc.
- NoodleTools
- EasyBib
- Microsoft Excel Format

Done

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 organizacional 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

Type here to search

4:00 PM 2/1/2021

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

The screenshot shows the ProQuest Central interface. The main content area displays search results for the article "ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES: DIFERENCIAS EN SU ESTILO DE LIDERAZGO". The article title is "ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES: DIFERENCIAS EN SU ESTILO DE LIDERAZGO" with an alternate title "LEADERSHIP STYLES OF MEN AND WOMEN IN BUSINESS: DIFFERENCES IN LEADERSHIP STYLE". The author is "Solarte, Mónica García; Salas-Arbeláez, Laura; Martínez, Edgardo". The journal is "Acción Psicológica", Vol. 2, Iss. 2, (2003): 115-129. The article is available in Full Text, Full text - PDF, and Abstract/Details formats.

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

- Content:** Full text (citation, abstract, full text, images, indexing)
- 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)

The dialog box also includes a "Privacy Policy" link, "Cancel" and "Continue" buttons, and a note: "A permanent link is included with each emailed document. By entering all required information you consent to its use by ProQuest to enable features and functionality."

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 search options like 'Basic Search' and 'Advanced Search'. The main content area displays search results for the article 'ESTILOS DE LIDERAZGO DE HOMBRES Y MUJERES'. A modal window titled 'All save options' is open in the center, listing various actions such as '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, NoodleTools, EasyBib), and 'Other Options' (PDF, XLS, RTF, TXT). A red arrow points to the 'All Options' button in the top right corner of the search results area, which is the trigger for the modal. Another red arrow points to the top of the page, indicating the search results section.

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 / 05 / 2016

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 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...

Windows taskbar: 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)

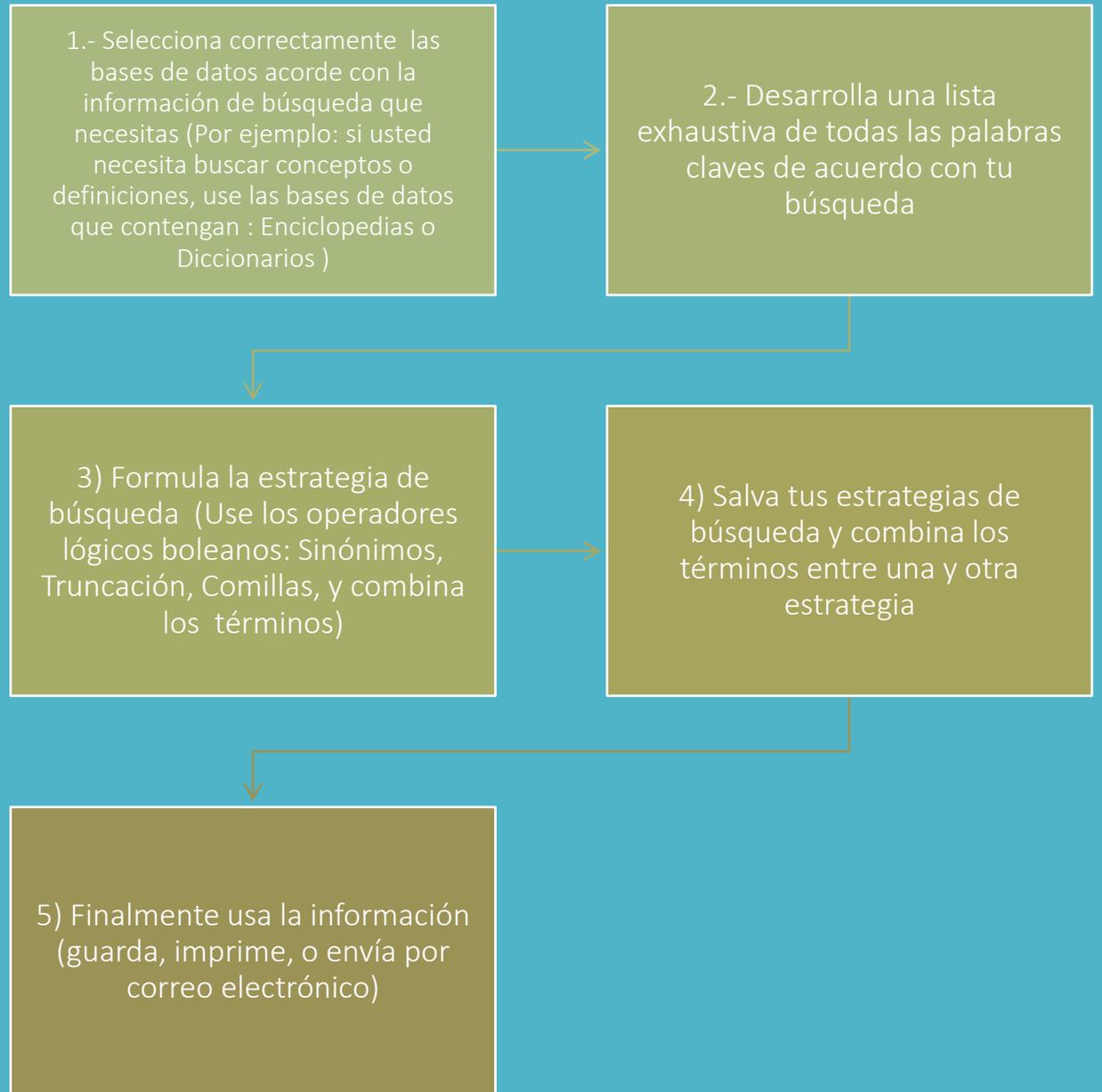
Publication date: 2015 - 2020 (years)

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

Teléfono: (786) 744-8211