



Toma de Decisiones Gerenciales (Spanish Edition)

Jairo Amaya Amaya

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Este texto pretende dar al estudiante y al profesional, una visión clara de los aspectos humanos que tienen que ver con la toma de decisiones gerenciales, asimile los conceptos técnicos inherentes a los métodos cuantitativos usados para la toma de decisiones enfocando la solución de los problemas al uso de software especializado y utilizando como herramienta principal el computador. Tomar decisiones implica un proceso para generar y aplicar decisiones efectivas teniendo en cuenta que están involucrados aspectos tanto de carácter humano como técnico, los que se pretenden combinar en este libro para que cada usuario conozca en primer lugar su perfil decisorio, y luego aprenda las diversas técnicas que existen en toma de decisiones como disciplina perteneciente a la investigación de operaciones con el fin que las aplique según el caso.

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