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# Historia económica de la empresa moderna

By García Ruiz, José Luis

ISTMO, S.A., 1995. soft. Book Condition: New. Existe, hoy día, un interés por la historia empresarial, desconocido hasta hace poco fuera del mundo anglo-americano. Así, como asignatura o como objeto de investigación, la historia empresarial se está introduciendo en todas las universidades españolas. En este sentido, la presente obra del profesor García Ruiz, catedrático de Historia Económica en la U. E. de Estudios Empresariales (Universidad Complutense de Madrid), pretende ser una introducción al tema con preocupaciones fundamentalmente didácticas. En la actualidad, el profesor García Ruiz realiza una investigación, bajo la dirección del profesor Gabriel Tortella, Presidente de la Asociación Internacional de Historia Económica y premio Rey Juan Carlos de Economía 1994, sobre la trayectoria histórica que ha dado origen a uno de los grandes bancos españoles.

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