

Ingeniería Económica Blank Tarquin Séptima Edición

Matemáticas financieras para toma de decisiones empresariales Ingeniería Económica Análisis Económico Aplicado a la Industria Petrolera Diseño y evaluación de proyectos Finanzas personales Ingeniería Administrativa César Achings Guzmán JOSE ADOLFO HERRERA A Franco D'Orazio Eduardo Contreras Miguel David Rojas López Miguel David Rojas López

Matemáticas financieras para toma de decisiones empresariales Ingeniería Económica Análisis Económico Aplicado a la Industria Petrolera Diseño y evaluación de proyectos Finanzas personales Ingeniería Administrativa *César Achings Guzmán JOSE ADOLFO HERRERA A Franco D'Orazio Eduardo Contreras Miguel David Rojas López Miguel David Rojas López*

ingeniería económica es una herramienta importante hoy en día a la hora de evaluar proyectos

análisis económico aplicado a la industria del petróleo en sus fases de exploración producción refinación transporte y mercadeo historia de la industria venezolana a su tercer siglo continuo de uso global los hidrocarburos siguen siendo hoy día la fuente energética más importante por tal motivo y dada la complejidad de las evaluaciones requeridas para acometer proyectos de esa naturaleza proponemos un enfoque integral para su mejor comprensión desarrollando una teoría general de orientación empírica que hemos denominado metodología envolvente que considera la interacción simultánea de tres conceptos fundamentales en primer lugar identificamos una instancia que denominamos fuente de poder en la cual se detectan las necesidades de ejecución de proyectos se evalúan apropiadamente y se proveen de los recursos necesarios tanto humanos como de orden financiero logístico equipamiento herramientas materiales y hasta del tipo de energía requerida en una segunda sala analizaremos las condiciones de entorno que circundan determinan y permiten la realización de proyectos en la

industria de los hidrocarburos tales como los factores geopolíticos y de mercado los aspectos legislativos impositivos organizacionales y otros el tercer concepto por considerar de género matemático está constituido por las diferentes técnicas de avalúo de proyectos de inversión que integran los fundamentos de ingeniería económica y varios métodos de avalúo de proyectos aplicables tanto a campos en desarrollo como en áreas exploratorias

el sello distintivo de este libro se puede resumir en la palabra *diseño* o no sacamos nada con evaluar bien malos proyectos mal formulados primero hay que diseñarlos bien y luego nos dedicamos a hacer una evaluación rigurosa

este libro brinda la oportunidad de conocer los principios fundamentales del concepto de cultura financiera con énfasis en finanzas personales la educación financiera garantiza que familias organizaciones e individuos sean asertivos en la toma de decisiones acerca de inversión y consumo de productos y o servicios financieros de acuerdo con expectativas futuras y necesidades por tal razón la educación financiera es un aspecto clave para la estabilidad económica ya que mejora las decisiones de inversión y endeudamiento de las personas su contenido ayudará a la formación de consumidores financieramente capaces es decir aquellos que saben administrar el dinero gastar acorde con los ingresos y provisionar ante eventos adversos

este documento brinda la oportunidad a los lectores de conocer los principios fundamentales de la administración como son el componente financiero marketing luego conceptos básicos de producción y finalmente recursos humanos en el primer capítulo se enfoca a comprender las finanzas de forma eficiente eficaz y efectiva entendiendo cómo afectan los patrones para la toma de decisiones el capítulo 2 orientado a los principios del marketing donde inicialmente se definen los conceptos básicos del área en el capítulo 3 el desarrollo e implementación óptima de la producción se ha convertido en una herramienta vital para las organizaciones donde un eficiente uso de esta es la clave para una mayor ventaja competitiva en los diferentes mercados en el capítulo 4 la sociedad siempre se ha compuesto por organizaciones que interactúan constantemente entre sí desde la familia la educación la religión el gobierno entre otras los seres humanos se desarrollan en estas organizaciones y así mismo son vitales en el funcionamiento de las mismas por esta razón es importante que las organizaciones sepan cómo manejar a las

personas y como sacar el mejor provecho de los talentos humanos que existen dentro de cada una de ellas para obtener ventajas competitivas y valor agregado que las ayuden a crecer dentro del mercado actual

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