

**Jeremy Rifkin**

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# **La era del acceso**

**La revolución**

**de la nueva economía**



# La Era Del Acceso La Revolucion De La Nueva Economia

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Riveros, Mauricio**

## **La Era Del Acceso La Revolucion De La Nueva Economia:**

*La era del acceso* Jeremy Rifkin,2000 Imaginese que un dia se despierta y se encuentra con que practicamente todas las actividades que puede desarrollar fuera de su entorno familiar se han convertido en experiencias B de pagoB Pues bien segun Jeremy Rifkin este panorama desolador formaria parte de un cambio fundamental que se esta produciendo en la naturaleza de los negocios la irrupcion de la B era del accesoB una epoca radicalmente distinta a todo lo que conociamos hasta ahora En la economia hipercapitalista comprar cosas en los mercados y tener propiedades son algo obsoleto pues lo que se impone como norma es el acceso B puntualB a casi toda clase de servicios a traves de las inmensas redes comerciales que operan en el ciberespacio Ha llegado un momento en que pagamos mas por la experiencia de usar cosas en forma de suscripciones cuotas de ingreso y anticipos de pago que por las cosas en si mismas En todas partes las empresas venden sus propiedades y reducen su inventario arriendan sus equipamientos y subcontratan las actividades es decir se vuelven B ingrávidasB Y la posesion de bienes fisicos antano considerada un activo valioso es contemplada ahora en el ambito empresarial como una desventaja A partir de todo esto Rifkin afirma que la aventura capitalista que comenzó con la mercantilizacion de bienes y la tenencia de propiedades llega a su culminacion con la mercantilizacion del tiempo y la experiencia humana Y de ahi a un sistema sustentado en la venta de la propia experiencia cultural solo hay un paso Los viajes y el turismo global las ciudades y los parques tematicos la moda y la cocina los juegos y los deportes la musica el cine la television e incluso las causas socialesestan convirtiendose rapidamente en el centro de una economia cuyo objetivo comercial ba

Pedagogías de lo social Úcar Martínez, Xavier,2016-09-04 *Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies* Hernández-Santaolalla, Víctor,Barrientos-Bueno, Mónica,2020-04-24 As media evolves with technological improvement communication changes alongside it In particular storytelling and narrative structure have adapted to the new digital landscape allowing creators to weave immersive and enticing experiences that captivate viewers These experiences have great potential in marketing and advertising but the medium s methods are so young that their potential and effectiveness is not yet fully understood Handbook of Research on Transmedia Storytelling Audience Engagement and Business Strategies is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement Highlighting a wide range of topics including promotion strategies business models and prosumers and influencers this book is ideally designed for digital creators advertisers marketers consumer analysts media professionals entrepreneurs managers executives researchers academicians and students Exciting the Body Sonsoles Hernández Barbosa,2025-01-23 This book uncovers how during the origins of modernity in the nineteenth century the senses were mobilised to sell more both through the popularisation of objects aimed at the senses such as panoramas optical boxes automatons music boxes and pianolas and also through marketing mechanisms for example advertising and window dressing All these novel objects and spaces had one thing in

common the aim of attracting the public by stimulating the senses By examining practices that mobilised the senses in the emerging fields of advertising marketing and the leisure industry and through an approach that involves elements from the history of the senses visual studies sound studies and aesthetics this book explores what this new sensory driven mass culture was all about The basis of English translation of this book originally in Spanish Vidas excitadas Sensorialidad y capitalismo en la cultura moderna 2022 was facilitated by artificial intelligence The author with the support of Lucille Banham has subsequently revised the text further in an endeavour to refine the work stylistically

### Cibermedios

**Latinoamericanos** Tatiana Hernández Soto,Tatiana Hernández Soto,2012-11 Tatiana Hernández Soto Licenciada en Periodismo Doctora en Ciencias de la información por la Universidad Complutense de Madrid UCM Especialista universitario en Comunicación Digital Correo electrónico therandezsoto me com Blog http://therandezblogia.com Skype therandezsoto Twitter tatianahsoto

Relaciones socioeducativas Úcar Martínez, Xavier,2016-09-12 Las personas aprendemos nos socializamos y nos educamos a través de las relaciones interpersonales que mantenemos con los otros en el marco de unos determinados contextos socioculturales físicos y virtuales Cómo pueden hacer frente los profesionales de lo social y lo cultural a la incertidumbre e imprevisibilidad de dichas relaciones Este libro analiza los principales elementos que intervienen en la relación socioeducativa se cuestiona algunas de las ideas tradicionales sobre la acción e intervención socioeducativas y genera nuevos enfoques y perspectivas sobre la acción de los profesionales Unos enfoques que les ayudan a descubrir los límites y las oportunidades que caracterizan sus quehaceres profesionales pero que sobre todo les proporcionan nuevas herramientas teóricas y metodológicas para afrontar una tarea tan compleja como la de acompañar a las personas en las situaciones y problemáticas de su vida cotidiana

### Transmodernidad Rosa María Rodríguez Magda,2004      Introduction to Spanish Private Law

Teresa Rodríguez de las Heras Ballell,2009-09-10 The topics addressed in this book have traditionally been covered in separate publications on civil and commercial law This dualism of regimes has made it difficult for students and professionals alike to comprehend Spanish private law as a whole In the past this has led to inefficient duplication of explanations gaps in key areas and an altogether fragmented picture Introduction to Spanish Private Law presents a consolidated modern and realistic image of today's Spanish private legal system It combines both civil and commercial law and integrates them in the same book making the overall subject far more accessible to readers This united approach results in a more logical and efficient process of learning Finally the issues that are addressed reflect the reality of today's economic and legal scene This book attempts to provide the readers with the necessary legal instruments to tackle the real problems arising from a globalized modern society The general principles in this book are presented from a practical point of view that emanates from the authors conception of a legal system as an instrument to solve social problems in accordance with a set of principles values and aims

### Trabajo, mercado de trabajo y relaciones laborales Joaquín Juan Albalate,2015-09-03 El libro pretende exponer desde una perspectiva sociológica los principales elementos conceptuales que constituyen el corpus del conocimiento

de la sociología del trabajo y de las relaciones laborales. Para alcanzar ese objetivo el texto se divide en tres partes bastante equilibradas tanto por el número de páginas dedicadas a cada una de esas partes como por la relevancia de los temas que en ellas se incluyen. De ese modo la primera parte con la que se estructura el libro hace referencia a los seis bloques temáticos siguientes: I. Metodología y técnicas de investigación social; II. Ciencias sociales, sociología y pluralismo; III. Las aportaciones de los precursores de la Sociología; IV. Sociología del trabajo, trabajo asalariado y crisis del trabajo; V. Las divisiones del trabajo; y VI. La organización del trabajo dentro de los centros de trabajo, todos ellos vinculados con la aparición de la Sociología del trabajo y el posterior desarrollo de la división y organización del trabajo que se ha seguido hasta los momentos actuales, mientras que la segunda parte acoge los séptimo y octavo bloques temáticos. VII. Teorías y mercado de trabajo; y VIII. La estructura ocupacional dedicados enteramente al estudio de las principales teorías del mercado de trabajo y a la dinámica de los elementos esenciales que componen ese mercado para finalizar con la tercera parte que comprende a los últimos seis bloques temáticos. IX. La Sociología Contemporánea de las relaciones laborales; X. Relaciones Laborales y Modelos; XI. Los actores sociales; XII. Los actores sociales: los sindicatos; XIII. Los actores sociales: el Estado; y XIV. El conflicto laboral y la negociación colectiva, todos ellos destinados a desarrollar detalladamente los contenidos específicos de las relaciones laborales.

*La fragilización de las relaciones sociales*, 2007-06-06. En las últimas décadas los países occidentales han experimentado un proceso de transformación tecnológica económica y política que ha afectado las relaciones sociales y a la vivencia personal del mundo social. Las deslocalizaciones, la volatilidad financiera o la inestabilidad laboral, pero también la emoción de la vida familiar y las nuevas formas de relación sentimental han favorecido una respuesta radicalizada del proceso de individualización que marca los inicios de la industrialización. Las sociedades postmodernas se presentan como una amalgama de individuos que establecen relaciones sociales breves y poco duraderas. Ya se entiende como un desarrollo del individualismo político como una pérdida de un elemento fundamental de la sociabilidad humana o como una mezcla de ambas cosas. Esta situación merece la atención de expertos que analizan desde distintas perspectivas los procesos de fractura de las relaciones sociales tradicionales.

**Investigaciones de la Maestría en Biociencias y Derecho** Martín Uribe Arbeláez, 2021-02-03. Este libro de investigación avalado para su publicación por pares académicos sistema doble ciego reúne una serie de estudios e investigaciones que se han adelantado en la Maestría en Biociencias y Derecho de la Universidad Nacional de Colombia. En primer lugar los profesores Claudia Marcela Vargas Pérez, José Julián López Gutiérrez y la magíster Luz Andrea Olivares Escobar efectúan un análisis comparativo de la regulación de los medicamentos humanos y los medicamentos vitales no disponibles en Colombia. Sobre la protección de datos de medicamentos biológicos en Colombia y su relación con el acceso es la investigación de la Magíster Luz Carolina Franco Medina. Los profesores Martín Uribe Arbelaez y Edwin Jesíth Bernal Ramírez tratan del palpitante tema de las licencias obligatorias como mecanismo válido para facilitar el acceso a los medicamentos. Sanciones por prácticas restrictivas de la competencia a compañías farmacéuticas en Colombia y el mundo.

**La Hegemonia del Management** Edgar Varela Barrios,2018-05-04 El libro La Hegemonía del Management el hombre managerial decisionismo y acción organizacional plantea el análisis de las dinámicas del poder organizacional basándose en dos enfoques el clásico racional y el posmoderno Esta obra se realiza desde una lectura epistemológica que permite una mejor comprensión de los cambios y rupturas paradigmáticas del poder organizacional El nexo problemático se plantea a partir de reconocer las dinámicas y cambios que trae consigo el mundo globalizado las cuales generan la movilización de diferentes campos hacia la adaptabilidad uno de esos campos es el organizacional En ese sentido se plantea que el management tiene la particularidad de la adaptabilidad a contextos cambiantes y a través de ello se puede hacer una lectura comprensiva de fenómenos de corte histórico epistemológico y ontológico que pueden verse a la luz de los enfoques clásico racionalista y posmoderno identificando rupturas y cambios en la praxis del poder organizacional as se quiere identificar la epistemología que sustenta el poder organizacional desde el enfoque clásico racional y posmoderno del management identificando la naturaleza del poder organizacional sus rupturas o transformaciones desde lo clásico como en la contemporaneidad

**La sociedad colaborativa** Ramón Llopis Goig,2022-11-18 En un contexto de crisis cambio climático y reformulación de los sopor tes y vínculos sociales las prácticas colaborativas tejen relaciones innovadoras en distintos ámbitos de la acción colectiva como por ejemplo el consumo y la alimentación la política y la movilización la identidad y la memoria la ciencia el arte y la tecnología el espacio urbano y rural el trabajo el género la vivienda el cuerpo y los cuidados Este libro analiza experiencias sociales que ayudan a visibilizar y comprender tramas de cooperación cotidianas donde se desarrollan habilidades se generan diálogos y se conforman apoyos junto a otros y otras compartiendo vulnerabilidades y generando resistencias y alternativas Sobre los puentes de la mutualidad de pocas pasadas ahora desmantelados se exploran nuevas asociaciones que recogen inquietudes y situaciones compartidas que las personas individuales no alcanzan a contestar solas Los ejemplos analizados en este libro muestran que la colaboración no se basa exclusivamente en el principio de equivalencia en valores de cambio y valores de uso equitativamente aportados o apropiados La colaboración deja en los y las participantes un resto que no es completamente traducible al nivel del compromiso o de la aportación de quienes colaboran en la acción colectiva Si como escribe Eva Illouz una crítica posnormativa cambia con la naturaleza misma de lo que critica hay repeticiones en los casos estudiados que constituyen piezas angulares para generar pensamiento crítico sobre la acción colectiva colaborativa Y por tanto también para contribuir a configurar una sociedad colaborativa acorde con los cambios sociales de nuestro tiempo

**Teoría de las relaciones laborales** Josep María Blanch Ribas,2003 Trabajar en la sociedad informacional Actores y modelos de relaciones laborales Ordenación jurídica de las relaciones laborales *Dar sentido a la técnica* Martín Parselis,2019-11-11 Por qué debemos aceptar sin objeciones el escenario que plantean los entusiastas ingenuos de la tecnología Deberemos asumir que el desarrollo tecnológico no puede hacerse de otro modo Tenemos que adecuarnos a un modo de vida sobre el que no hemos podido emitir ninguna opinión Dar sentido a la técnica significa construir significado e intervenir en el rumbo del desarrollo

tecnológico Necesitamos nuevos criterios para que el sentido de la técnica pueda incorporarse a la cultura y para que podamos decidir nada menos sobre nuestra forma de vida Nuevos criterios de desarrollo que nos permitan discutir sobre lo que es deseable y lo que no que revinculen socialmente los ámbitos de la creación técnica con la vida de los usuarios Buscar la honestidad tecnológica supone legitimar los modos de desarrollo para que el sentido de la técnica no anule aspectos esenciales en nuestra construcción como seres humanos

*La revolución digital y la sociedad de la información* Guiomar

Salvat Martinrey,Vicente Serrano Marín,2011 *TELOS* 84 Emili Prado (Coord.),2010-07-01 Pese a los pronósticos de multiples gurús que la realidad desmiente la televisión no sólo no ha muerto frente a Internet sino que se revitaliza en su articulación con las nuevas redes y soportes Pero la televisión digital trae consigo profundas transformaciones en la oferta y en los usos sociales articulándose con Internet en combinaciones diversas El apagón analógico en España ya es una realidad y la Televisión Digital Terrestre TDT que ha sustituido a la analógica completa el abanico de soportes de televisión digital que está al alcance de los ciudadanos gratuitamente o mediante pago La digitalización ha supuesto la multiplicación de canales disponibles como antes lo habían supuesto la del cable el satélite y las plataformas de IPTV pero con una diferencia sustancial los programas de la TDT son mayoritariamente de acceso libre y universal Los agoreros que pronosticaron la muerte de la televisión no han visto realizadas sus pesimistas predicciones al contrario los espectadores tienen ahora más plataformas de acceso a la televisión y disfrutan de más oferta de contenidos que nunca antes en la historia

### **Cómo capacitar excelentes docentes innovadores**

Francisco Menchén Bellón, Francisco,2019-01-01 Francisco Menchén con gran maestría ofrece a los docentes en este atinado ensayo la oportunidad de conectar la dimensión mágica de la vida con la sabiduría divina Cada ser humano debe explorar en su interior el sentido principal de su existencia ser creativo Ser autor y actor de su propia historia ser la transformación más genial MARIA CRISTINA MORAES Doctora en Educación Investigadora Senior de CNPq Brasil Cuando la experiencia el talento el conocimiento profundo y la visión humanista de la educación se entrelazan para producir una obra tratando la capacitación y la excelencia docente en un sistema creativo humano producen un maravilloso resultado de profundidad científica y desarrollos prácticos al servicio de investigadores profesionales y estudiantes esto es al servicio de las personas y de la educación MARIO MARTINEZ BRIS Director de la Cátedra Iberoamericana de Educación en la Universidad de Alcalá Madrid España Grandiosa la obra de Francisco Menchén maestro de maestros Este libro diseñado de forma magistral es indispensable para la formación de docentes en un mundo lleno de retos y cambios acelerados Es un manantial de sabiduría e innovación para revitalizar la educación Solo leer el índice te atraparás y en el encontrarás estrategias para conocer las 5 Cs del Sistema creativo GILDA WAISBURD Directora General de ICRET Creatividad Aplicada Educación Empresa y Desarrollo Humano Autora de varios libros de creatividad México *Tecnologías para el bien común* Jacobo Sucari,2022-04-29 Es una contradicción hablar de tecnologías y de bien común En los tiempos que corren la tecnología parece servir exclusivamente a la propiedad privada o pública pero no al común Los dispositivos técnicos que vieron establecer el mundo del productivismo no

fueron fabricados para favorecer a las mayor as sino para perfeccionar los modelos y la capacidad de producci n Sin embargo desde el surgimiento de las tecnolog as digitales alg n eslab n de la cadena de producci n parece haberse roto o cuando menos ha provocado un corrimiento en los modos de producci n que est n haciendo variar al conjunto de nuestra relaci n con el trabajo con la naturaleza con el tiempo y con el espacio Todo parece entrar en la esfera de lo digital para ser deglutido y luego devuelto con otra forma otro sabor Las tecnolog as no son neutras trabajan a conciencia para quien las utiliza de all que su prestancia y poder sean enormes y por eso mismo es una tarea necesaria intentar delinear los procesos sociales las configuraciones creativas o destructivas a que nos someten Como apunta Josep M Catal en el pr logo La respuesta la tiene el lector a la vista pero dado el rumbo de los acontecimientos para poder afrontar debidamente la fenomenolog a de lo que de forma imp dica se denomina nueva realidad es necesario leer este libro Teletrabajo Astaiza, Luis Fernando,Barreto, José Vicente,Ortegón, Carolina,Montenegro Riveros, Mauricio,2017-09-21 El teletrabajo es una pr ctica cada vez m s com n en la actualidad El campo laboral de la publicidad no escapa a esta reciente modalidad de trabajo que apareci con el desarrollo de las tecnolog as de la informaci n y la comunicaci n TIC El presente trabajo analiza este fen meno desde las dos orillas la del campo publicitario y la del derecho laboral

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