



Argos: Internacionalización en un entorno de conflicto armado* [

2008

text (article)

Analítica

This case study illustrates how Argos achieved to become one of the largest cement and concrete suppliers of Latin America, in spite of the fact that some of its production facilities are located in armed conflict areas. For that reason, the company implemented various corporate social responsibility strategies to overcome the difficulties of operating in these areas. These strategies contributed to the consolidation of the company's operations under a single juridical and administrative entity, and facilitated the internationalization process to Central America, the Caribbean and the United States

This case study illustrates how Argos achieved to become one of the largest cement and concrete suppliers of Latin America, in spite of the fact that some of its production facilities are located in armed conflict areas. For that reason, the company implemented various corporate social responsibility strategies to overcome the difficulties of operating in these areas. These strategies contributed to the consolidation of the company's operations under a single juridical and administrative entity, and facilitated the internationalization process to Central America, the Caribbean and the United States

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzM4Njc5MTU>

Título: Argos: Internacionalización en un entorno de conflicto armado* electronic resource]

Editorial: 2008

Tipo Audiovisual: Internationalization Strategies Corporate Social Responsibility Armed Conflict Colombia Argos Estrategias de internacionalización responsabilidad social corporativa conflicto armado Colombia Argos

Documento fuente: AD-minister, ISSN 1692-0279, N°. 13, 2008, pags. 71-89

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital

object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: AD-minister, ISSN 1692-0279, N°. 13, 2008, pags. 71-89

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es