



Conocimiento gerencial: El caso de una empresa multinegocios: Suramericana S.A. (Spanish Edition)

Luz María Rivas Montoya, Silvia Ivonne Ponce Sagredo

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Es claro que el desafío que plantea Luz María Rivas es el de una dirección que debe responder a una compañía multinegocio, lo que supone una diferencia sobre el direccionamiento de las empresas que no tienen esta condición. No obstante, es preciso decir que el origen de Suramericana y también del Grupo Sura - holding de inversiones-, es la anteriormente denominada Suramericana de Seguros S. A, hoy identificada como Seguros Generales Suramericana. Hace siete décadas la vocación de esta empresa estaba orientada a un único sector de la industria, incluso después de la creación, tres años más tarde, de la Compañía de seguros de vida, que mantiene el mismo objeto industrial con el que se reconoce mundialmente.



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