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Robert Marcuse

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En vista de la crisis económica mundial que estamos atravesando, no hubiese podido elegirse mejor momento para publicar este libro que, como todos los de Marcuse, por su sencillez, está al alcance de todos. Si bien él no es economista, hubiese sido difícil que siendo un banquero experimentado, no tuviese amplios conocimientos de economía. Podemos argumentar que, en este caso, el hecho de no ser economista puede incluso representar una ventaja, ya que ve los problemas económicos como los vivimos todos nosotros, en la vida diaria. Por eso, este libro es más empírico que teórico. Los ejemplos elegidos son sencillos y hasta divertidos. Marcuse quiere hacernos entender que, nos guste o no, somos parte integral de la economía y nos conviene por consiguiente comprender de qué trata. De paso, nos demuestra que el tema no es tan complicado como acostumbran pintarlo y que todos podemos entenderlo. Robert Marcuse es ciudadano uruguayo. Estudió en la Universidad de Columbia, y posteriormente completó el curso de “Advanced Management Program” en Harvard. Fue Gerente General y Director de varios bancos del grupo “Sudameris”, en Uruguay, Argentina, Venezuela, Estados Unidos, Perú y Colombia. Además, fue presidente de la Asociación de Bancos Internacionales de la Florida y asesor del comité directivo de la Federación Latinoamericana de Bancos. Publicó libros sobre finanzas y economía que tuvieron gran difusión en las tres Américas, gracias a su contenido empírico, su enfoque pedagógico y, la sencillez con la que están escritos, que los ponen al alcance de todos. Entre estos se encuentra “El banco nuestro de cada día” cuya sexta edición fue publicada por Granica en Noviembre del 2010.

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