

Nueva Cocina Argentina

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Nueva cocina argentina Nueva cocina argentina La nueva cocina peruana Wines of South America Hoy Salimos El gran libro Clarín de la nueva cocina argentina Registro oficial Mercado Marketing extraordinario - 1ra edición Argenguide La Hacienda Healthy Children Guía de Buenos Aires Redacción Competencia 5o Congreso sobre Patrimonio Gastronómico y Turismo Cultural, Puebla 2003 Libros en venta en Hispanoamérica y España Turismo nacional Noticias de la semana *Pietro Sorba Pietro Sorba Teófilo Altamirano Rua Evan Goldstein Narda Lepes Uruguay Damián Di Pace Jorge Valera Martín Pérez*

31 cocineros 224 recetas hoy me atrevo a hablar de nueva cocina argentina para hacerlo de manera coherente y práctica cedo la posta a algunos de sus mejores intérpretes locales treinta y un cocineros jóvenes pero ya expertos elegidos por su experiencia profesional y por la solvencia de su propuesta gastronómica elegidos porque todos los días se levantan para abrir las puertas de las cocinas de los restaurantes donde trabajan y porque transpiran en serio para satisfacer a sus comensales son cocineros de verdad escribe Pietro Sorba y por qué ese hoy porque como sucede la mayoría de las veces todo comienza con una pregunta existe la cocina argentina y esa inquietud que diez años atrás encontraba de parte de Sorba una respuesta negativa tiene ahora felizmente nada más y nada menos que un libro que no sólo confirma una gastronomía local fuerte vital sino que también la celebra una pesquisa que da muestras de una cocina que hace del encuentro de regiones de la contaminación regional su condición y que en esa convivencia de ingredientes y sabores delimita el mapa de una forma distinta y alternativa de entender una geografía producto argentino estilo argentino y técnica personal esa fue la premisa que guió a quienes le dieron forma a nueva cocina argentina una obra indispensable porque además de referirse a un sano presente salda una deuda con varias generaciones que hicieron camino nunca hasta ahora se había hecho en la Argentina un trabajo con esta cuidada amplitud de criterios con tanta proyección regional treinta y un cocineros y doscientas veinticuatro recetas seguidos de cerca por la siempre lúcida y atenta mirada

de pietro sorba que se consolida definitivamente como uno de los críticos gastronómicos más importantes del país

este libro no es un recetario tampoco desarrolla la historia de una cocina regional ni estudia las propiedades de los insumos por el contrario tiene como objeto analizar la consolidación de la nueva cocina peruana como una marca nacional y global tomando en cuenta componentes evolutivos como la inmigración y las migraciones internas la hibridación el mestizaje o la masculinización de la cocina desde los cuales se intenta explicar el boom culinario peruano y sus ramificaciones en simultáneo el presente volumen une los esfuerzos de los altamirano padre e hijo por examinar aspectos casi desconocidos de la industria nacional de la comida como la palpable gestación de un declive de la nueva cocina peruana en el país o su simultánea consolidación como marca de prestigio internacional con presencia en las principales capitales culinarias del mundo

introduces the variety and quality of wine available in ten south american countries exploring the regions styles and prominent grapes of the continent s two leading producers argentina and chile as well other nations evolving industries

las pequeñas y medianas empresas son fundamentales en el desarrollo económico de un país principalmente porque tienen una facilidad natural para generar empleo distribuir a nivel regional entre otras virtudes por ello es necesario promover el desarrollo de las pymes sin embargo muy pocas empresas logran superar los tres años de vida y fracasan ante este escenario el autor decide buscar las estructuras del mercado y las dinámicas bajo las cuales surgen y mueren tantas pymes para lograr su objetivo el autor se vale de estudios desarrollados en europa asia y américa aunque se concentra especialmente en los casos cercanos a su región explicando en un lenguaje sencillo pero no por ello carente de rigor los conceptos de las áreas de la economía marketing y comunicación relacionados con la innovación y la creatividad de este modo permite un análisis que da una visión del futuro de los mercados teniendo en cuenta la relación entre el marketing y la tecnología y la incidencia de esta en los nuevos compradores

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