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CONSEJERÍA DE ECONOMÍA, INNOVACIÓN, CIENCIA Y EMPLEO

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PUBLICACIONES SERIADAS

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Volumen 30, número 3 (noviembre 2014). [Acceso al sumario](#)

Boletín inflación y análisis macroeconómico, ISSN 1888-928X / Laboratorio de Predicción y Análisis Macroeconómico, Instituto Flores de Lemus, Universidad Carlos III de Madrid

Número 241 (noviembre 2014). [Acceso al sumario](#)

Boletín socioeconómico de la provincia de Sevilla / Diputación de Sevilla

Número 9 (3º trimestre 2014). [Acceso al sumario](#)

Cartographic journal, The, ISSN 0008-7041 / International Cartographic Association ; Maney Publishing

Volume 51, number 4 (november 2014). [Acceso al sumario](#)

CIRIEC-España: revista de economía pública, social y cooperativa, ISSN 0213-8093 / Centro Internacional de Investigación e Información sobre la Economía Pública, Social y Cooperativa (CIRIEC-ESPAÑA)

Número 81 (agosto 2014). [Acceso al sumario](#)

Cuadernos de información económica, ISSN 1132-9386 / Fundación de las Cajas de Ahorros

Número 243 (noviembre – diciembre 2014): “2015: crecimiento, consolidación fiscal y unión bancaria”.

[Acceso al sumario](#)

Economist, The / The Economist Group

Number 8911 (1 - 7 november 2014). [Acceso al sumario](#)

Number 8912 (8 – 14 november 2014). [Acceso al sumario](#)

Number 8913 (15 - 21 november 2014). [Acceso al sumario](#)

Number 8914 (22 - 28 november 2014). [Acceso al sumario](#)

Number 8915 (29 november – 5 december 2014). [Acceso al sumario](#)

Number 8916 (6 - 12 december 2014). [Acceso al sumario](#)

Estadística española : revista del Instituto Nacional de Estadística, ISSN 0014-1151 / Instituto Nacional de Estadística

Volumen 56, número 184 (mayo – agosto 2014). [Acceso al sumario](#)

Índice : revista de estadística y sociedad, ISSN 1697-2325 / Universidad Autónoma de Madrid ; Instituto Nacional de Estadística
Número 61 (octubre 2014). [Acceso al sumario](#)

Journal of educational and behavioral statistics, ISSN 1076-9986 / American Statistical Association ; American Educational Research Association
Volume 39, number 5 (october 2014). [Acceso al sumario](#)

Papeles de economía española, ISSN 0210-9107 / Fundación de las Cajas de Ahorros
Número 142 (2014): "La triple meta para el futuro de la sanidad". [Acceso al sumario](#)

Population & sociétés, ISSN 0184-7783 / Institut National d'Etudes Démographiques
Número 516 (novembre 2014). [Acceso al sumario](#)

TOP : an official journal of the Spanish Society of Statistics and Operations Research, ISSN 1134-5764 / Sociedad de Estadística e Investigación Operativa ; Springer
Volume 22, number 3 (october 2014). [Acceso al sumario](#)

BEIO

Boletín de Estadística, Investigación Operativa

Volume 30

Number 3
November 2008

ISSN: 1889-3805

R.E. Lillo	Editorial	240
V.M. Vera A.M. Martín-Casado	Evolution of Unfolding: a geometrical model for preference and choice data	244
M. Rodríguez J. Vicente	On Evenly Convex Sets and Functions	261
J.L. Maldonado J.M. Bercebal	IRIA and the evolution of the computer applications for survey data collection at the National Statistics Institute	275
G.M. Fernández M.C. Escribano	Decision Theory: state of the art after three hundred years	292
D. Peña	Big Data and Statistics: Trend or Change?	313
A. Gordaliza	Christmas Lottery: An excuse to talk about Statistics and Education	325

Revista Oficial de la Sociedad de Estadística e Investigación Operativa

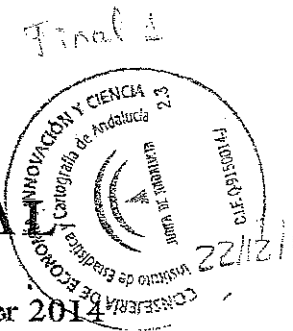


CONTENIDO*

I. SITUACIÓN ECONÓMICA	p.1
II. EURO AREA	p.6
II.1 Predicciones macroeconómicas	p.8
Producto Interior Bruto	p.10
Índice de Producción Industrial	p.12
II.2 Inflación	p.14
II.3 Política Monetaria	p.21
III. ESTADOS UNIDOS	
III.1 Índice de Producción Industrial	p.22
III.2 Inflación	p.23
III.3 Mercado Inmobiliario	p.30
IV. ESPAÑA	p.33
IV.1 Predicciones macroeconómicas	p.35
Producto Interior Bruto	p.38
Índice de Producción Industrial	p.40
IV.2 Inflación	p.42
IV.3 El sector español de la construcción en la etapa de crisis	p.52
V. PREVISIONES DE DIFERENTES INSTITUCIONES EN DISTINTAS ÁREAS	p.56
VI. ANEXO I. CAMBIO DE EXPECTATIVAS	p.57
VII. ANEXO II. RESUMEN COMPARATIVO DE PREVISIONES DE INFLACIÓN	p.67

* La fecha de corte para las estadísticas incluidas en este Boletín fue el 31 de octubre de 2014

1. POBLACIÓN	4
1.1. Movimiento natural de la población	8
<hr/>	
2. MERCADO DE TRABAJO	12
2.1. Análisis del mercado de trabajo	13
2.2. Paro registrado y contratos de personas con discapacidad	20
<hr/>	
3. ACTIVIDAD ECONÓMICA	22
3.1. Empresas con actividad económica	23
3.2. Sociedades mercantiles	24
3.3. Índice de precios de consumo (IPC)	28
<hr/>	
4. TURISMO	31
4.1. Actividad hotelera	32
4.2. Actividad extrahotelera	35
4.3. Mercado de trabajo en el sector turístico	40
<hr/>	
5. AGRICULTURA	41
5.1. Avance de producciones y superficies agrícolas	42
5.2. Balanza comercial agroalimentaria	44
<hr/>	
6. VIVIENDA	45
6.1. Compraventa de viviendas	46
6.2. Hipotecas constituidas sobre viviendas	48
6.3. Ejecuciones hipotecarias y desahucios	49



THE CARTOGRAPHIC JOURNAL

Volume 51, Number 4

November 2014

Contents

EDITORIAL

Time and tide
Kenneth Field 287

REFEREED PAPERS

Changing the Light Azimuth in Shaded Relief Representation by Clustering Aspect
Fabio Veronesi and Lorenz Hurni 291

Exhibiting the Exhibitors: Spatial Visualization for Heterogeneous Cinema Venue Data
Colin Arrowsmith, Deb Verhoeven and Alwyn Davidson 301

Eye Tracking to Explore the Potential of Enhanced Imagery Basemaps in Web Mapping
Weihua Dong, Hua Liao, Robert Emmett Roth and Siyi Wang 313

How Do People View Multi-Component Animated Maps?
Tomasz Opach, Izabela Golebiowska and Sara Irina Fabrikant 330

Becksploitation: The Over-use of a Cartographic Icon
Kenneth Field and William Cartwright AM 343

OBSERVATIONS

Design Principles for Swiss-style Rock Drawing
Bernhard Jenny, Jürg Gilgen, Roman Geissthövel, Brooke E. Marston and Lorenz Hurni 360

SURVEY

How to Assess Visual Communication of Uncertainty? A Systematic Review of Geospatial
 Uncertainty Visualisation User Studies
Christoph Kinkeldey, Alan M. MacEachren and Jochen Schiewe 372

THE BRITISH CARTOGRAPHIC SOCIETY

The British Cartographic Society Annual Awards 2014 387

The British Cartographic Society Annual Report 2014 390

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NT.15015493
 col. 501265

SUMARIO n° 81, agosto 2014

Situación y marco general de las cooperativas en el ámbito internacional. Aproximación mediante una encuesta a expertos Maged Eid y Federico Martínez-Carrasco Pleite	5
La inaplicación de la Ley de Economía Social en un contexto de crisis económica. Algunas interpretaciones y propuestas José M ^a Pérez De Uralde	33
La necesidad de una legislación cooperativa adecuada: aspectos mercantiles, tributarios y de Derecho comunitario Manuel Paniagua Zurera y Julio Jiménez Escobar	61
¿Quién gobierna las ONGD en España? Un análisis de la composición de sus órganos de gobierno Íñigo García-Rodríguez y M. Elena Romero-Merino	95
Determinantes de la Responsabilidad Social Corporativa: la crisis y el Efecto Contagio. M ^a Peana Chivite Cebolla, Vicente Enciso de Yzaguirre, Beatriz García Osma y Jorge Túa Pereda	127
La divulgación y verificación de memorias de RSC en las cooperativas de crédito españolas: un análisis exploratorio Helena-María Bolas-Araya y Elies Seguí-Mas	163

Economía social y comportamiento innovador: estudio empírico de las empresas de economía social en Castilla y León	
Jesús Marfa Gómez García y Guillermo Aleixandre Mendizábal.....	191
Actividades e impactos de la empresa social. Estudio de los Centros Especiales de Empleo aragoneses	
Francisco José López Arceiz, Lydia Mateos Moles, Jorge Olmo Vera, Inés Suarez Perales, Ana José Bellostas Pérezgrueso y María Isabel Brusca Alijarde.....	217
Factores determinantes para la exportación en las empresas cooperativas oleícolas andaluzas	
Miguel Jesús Medina Viruel, Adoración Mozas Moral, Enrique Bernal Jurado y Encarnación Moral Pajares	241
La política familiar a través del IRPF. Un modelo de impuesto negativo para familias de rentas bajas	
José Antonio Martínez Álvarez y Ana Belén Miquel Burgos	263
Instrucciones para la presentación de originales	309
El CIDEA y revistas científicas sobre economía pública, social y cooperativa indexadas por el CIDEA	314
Índice cronológico de la Revista	317

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CARTA DE LA REDACCIÓN

ECONOMÍA Y FINANZAS ESPAÑOLAS

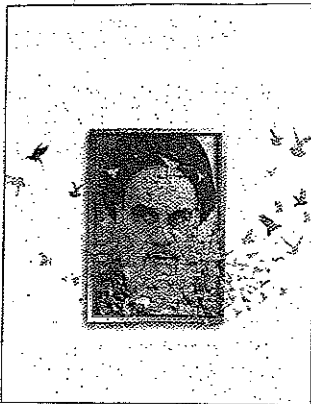
- Página 1 Suave ralentización de la economía en el segundo semestre de 2014
Ángel Laborda y María Jesús Fernández
- 13 Principales rasgos de los Presupuestos Generales del Estado para 2015
José Félix Sanz-Sanz y Desiderio Romero-Jordán
- 25 Presupuestos Generales del Estado 2015: entre las restricciones y la credibilidad
Santiago Lago Peñas
- 33 El nuevo supervisor bancario único en la eurozona: reflexiones desde España
Santiago Carbó Valverde y Francisco Rodríguez Fernández
- 41 Morosidad y financiación empresarial: el papel de la financiación no bancaria en España
José A. Herce y Pablo Hernández
- 49 La actividad transfronteriza de la banca española: una comparación internacional
Joaquín Maudos
- 61 La demanda de segunda residencia en España
María Romero
- 69 El misterio de las exportaciones o por qué no echamos de menos la peseta
Gonzalo García Andrés
- 83 I+D+i en España: ¿está dañado el motor del crecimiento?
Ramon Xifré

ECONOMÍA INTERNACIONAL

- Página 93 Construyendo el mercado europeo de la energía: legislación, desarrollos y retos
Tomás Gómez San Román y Rodrigo Escobar Rodríguez
- 107 Jean Tirole, un merecido Premio Nobel de economía
Juan José Ganuza

INDICADORES ECONÓMICOS, SOCIALES Y FINANCIEROS

- Página 116 Indicadores económicos
Dirección de Coyuntura y Estadística de Funcas
- 143 Indicadores sociales
Dirección de Estudios Sociales de Funcas
- 149 Indicadores financieros
Dirección de Estudios Financieros de Funcas



On the cover
Changes in Iran make a nuclear deal more likely – not next month, perhaps, but eventually: leader, page 9. After decades of messianic fervour, Iran is becoming a more mature and modern country, says our special report, after page 44

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7 The world this week

Leaders

- 9 **Iran**
The revolution is over
- 10 **America's mid-term elections**
The silent centre
- 10 **Family companies**
Relative success
- 12 **After Brazil's election**
Diehard Dilma
- 14 **China**
Xi Jinping and the rule of law

Letters

- 16 **On books, Germany, schools, UKIP, homosexuals, the Pet Shop Boys**

Briefing

- 19 **Religion in China**
Cracks in the atheist edifice

Europe

- 23 **Ukraine's election**
Good voters, not such good guys
- 24 **Russia and the West**
Hard talk
- 24 **Turkey and Europe**
Problems with neighbours
- 25 **French public finances**
Budget, fudge it
- 25 **Germany's far left**
November revolution
- 26 **Charlemagne**
The Environmental Union

Britain

- 27 **Austerity and the law**
Justice in a cold climate
- 28 **War memorials**
Bringing it home
- 28 **Sperm donors**
Nice to gamete you
- 30 **Bagehot**
Cameron's European dilemma

Middle East and Africa

- 31 **Extremist ideology**
Jail, jihad and exploding kittens
- 32 **The war against IS**
The Kurdish Stalingrad
- 33 **Tunisia's election**
The secularists have it
- 33 **Libyan oil**
A sticky problem
- 36 **Nuclear talks with Iran**
Diplomatic spin
- 38 **Zimbabwe**
The Mugabe brawl
- 38 **Ebola**
A glimmer of hope

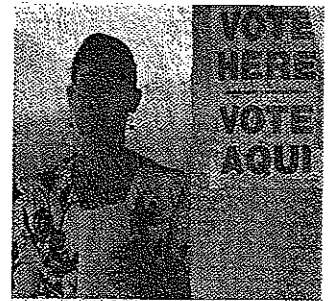
United States

- 39 **The mid-term elections**
What they're all about
- 40 **The governors' races**
Running after Walker
- 41 **Ballot initiatives**
Of pot and personhood
- 41 **Mitch McConnell**
The new master of the Senate?
- 42 **Georgia's Senate race**
Tycoon, tormented
- 42 **Explaining run-offs**
It ain't over till it's over
- 43 **The politics of tax cuts**
Brownbackonomics on the ballot
- 44 **Lexington**
Flags over the Capitol

Special report: Iran
The revolution is over
After page 44

The Americas

- 45 **Brazil's presidential race**
More of the same
- 46 **Cannabis in Chile**
Easing the agony
- 48 **Bello**
The dogs bark in Colombia



US mid-terms If moderates don't vote next week, extremists will thrive: leader, page 10. On November 4th America is set to kick the president and hand control of the Senate to the Republicans: page 39. Several Republican governors are in trouble: page 40. Americans have not given up hope that government can be fixed: Lexington, page 44



Chinese Christians The rapid spread of Christianity is forcing an official rethink on religion: pages 19-22. China's Communist Party has called for a "profound revolution" in the way the country is governed. It must take its own words seriously: leader, page 14



Jihad's internal war Today's jihadists are too extreme even for leading ideologues of holy war: page 31



The dark net Business is thriving on the anonymous internet, despite the efforts of law enforcers, page 57



Family firms There are important lessons to be learnt from the resilience of family firms, leader, page 10. Companies controlled by founding families remain surprisingly important and look set to stay so, page 59



QE Ending quantitative easing may be penny-wise pound-foolish: Free exchange, page 73

Asia

- 49 **Malaysia**
Anwar's trials
- 50 **Bangladesh's past**
War crimes
- 51 **Prostitution in India**
Make it legal
- 51 **Taiwan and Hong Kong**
Told you so
- 52 **New Zealand's flag**
Clashing with the sunset
- 53 **Banyan**
American values

China

- 55 **Politics**
The constitution's new role
- 56 **Corruption and housing**
How officials gain
- 56 **The law at work**
A citizen's travails

International

- 57 **Illicit e-commerce**
Amazons of the dark net
- 58 **Happiness and income**
Everything converges

Business

- 59 **Family firms**
Business in the blood
- 61 **French companies**
Room at the top
- 62 **Ebola and African business**
Struggling through adversity
- 62 **Vaccine-makers and Ebola**
Giving it a shot
- 63 **Insolvency and commercial disputes**
Caught up in the courts
- 64 **Post-sanctions in Iran**
Awaiting the gold rush
- 65 **Schumpeter**
Hollywood, an unlikely role model

Finance and economics

- 67 **Deutsche Bank**
A weary lender
- 68 **Buttonwood**
Reducing volatility
- 69 **European banks**
Stress relief
- 70 **Japanese investment in South-East Asia**
Outward bound
- 72 **Institutional investors**
In-house revolt
- 73 **Free exchange**
The rights and wrongs of QE

Science and technology

- 74 **Stem-cell research**
Having the stomach for it
- 75 **Private space flight**
Oops...
- 75 **Genes and behaviour**
Next candidate
- 76 **Orphan technologies**
A phoenix rises

Books and arts

- 77 **Marilynne Robinson's new book**
Amazing grace
- 78 **American photography**
Hotshots
- 78 **Nepal**
Between a rock and a high place
- 79 **Capitalism**
A grand tour
- 80 **The history of surgery**
Suffering for their art
- 84 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at gender equality

Obituary

- 86 **Gough Whitlam**
Caesar in Canberra



Deutsche Bank Germany's flagship bank is in trouble. Some is of its own making, page 67

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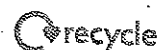
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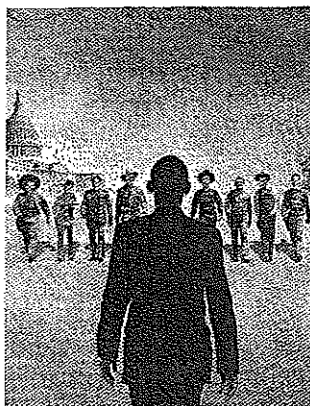


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On the cover
 Republicans have won a huge victory. Now they must learn to compromise: leader, page 13. Voters castigate the president, but the result may be worse gridlock, page 39. Modest budget goals are within the Republicans' reach, page 41. Voters have chosen change, but obstacles ingrained in America's political system will make progress difficult, pages 22-24. Ohio's Republican governor puts results ahead of ideological purity: Lexington, page 44

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10 The world this week

Leaders

- 13 **America's mid-terms**
Welcome to Washington
- 14 **Jerusalem's holy sites**
Temple madness
- 15 **Drugs policy**
Marijuana milestone
- 15 **Japan's economy**
Big bazookas
- 16 **Performance indicators**
How to lie with indices

Letters

- 18 **On Congress, Heathrow, Myanmar, food, IndiGo airlines, skiing**

Briefing

- 22 **American democracy**
Powering down

Europe

- 25 **The Berlin Wall**
Twenty-five years on
- 26 **Ukraine's separatists**
Shrinking country
- 26 **Spanish corruption**
A lot of bad apples
- 27 **French eco-politics**
The dam bursts
- 28 **Charlemagne**
Ireland's revival

Britain

- 29 **Decentralisation**
Let the cities go
- 30 **Immigrants**
What have they done for us?
- 30 **Tax and welfare**
Digging deeper
- 31 **Bagehot**
Andy Burnham's big battle.

Middle East and Africa

- 33 **Jerusalem**
Eternally unhappy
- 35 **Satire in the Middle East**
Laugh at the humourless
- 35 **Syria's war**
Rapidly unravelling
- 36 **Burkina Faso**
Not so pretty now
- 37 **Tanzania's elephants**
Big-game poachers

United States

- 39 **Mid-terms: the Senate**
Republicans on a roll
- 40 **Mid-terms: the House**
House keeping
- 41 **States and governors**
Even worse for Democrats
- 41 **Fiscal policy**
The governance test
- 42 **Ballot initiatives**
A little liberal comfort
- 43 **Funny campaign ads**
Bridal gowns and sweatshirts
- 43 **The Supreme Court**
Is a fish a document?
- 44 **Lexington**
A big win for John Kasich

The Americas

- 45 **The US-Canadian border**
Undefended no more
- 46 **Colombia's Pacific region**
More than perfume, please
- 47 **Bello**
Peña Nieto's mettle

Asia

- 48 **Japan and Abenomics**
Riding to the rescue
- 49 **Pakistan and India**
Nawaz Sharif weakens
- 50 **Politics in South Korea**
Parked
- 50 **East Asian firms in China**
Jobs machine
- 51 **Kazakhstan's spaceport**
Final countdown
- 52 **Banyan**
Healing Myanmar



Germany 25 years on the fall of the Berlin Wall closed the question of communism. But it reopened the question of Germany, page 25. Few big companies are based east of the old internal border, page 58. A new book on the wall's astonishingly peaceful fall, page 75. Germany at the British Museum, page 76



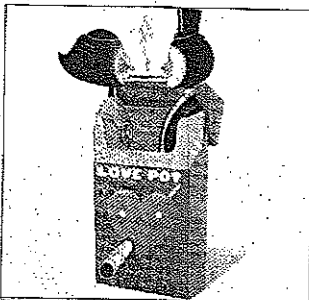
Jerusalem Israel's prime minister must resist the dangerous campaign for Jewish prayer rights at Muslim holy sites: leader, page 14. Conflict in Jerusalem may spark a wider conflagration, page 33



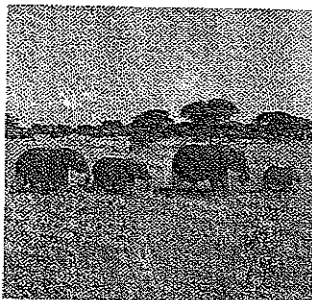
Submerging economies
 As emerging-market economies hit troubled times, Russia and Brazil look vulnerable, page 65. After pro-Russian rebels hold elections, the conflict in Ukraine appears to be frozen, page 26



Twitter For all its success, the microblogging service may not achieve the scale many investors hope for, page 57
Who goes online, and where, page 56



Cannabis Now that almost half of American states have begun to legalise cannabis, the federal government should follow suit, leader, page 15
The legal cannabis industry is run by minnows. Who will be the first household name in pot? Schumpeter, page 62
Mexico's president pays the price of playing down his country's security problems, Ballo, page 47



The ivory trade Claims of links between politicians and poachers in Tanzania merit further investigation, page 37

China

- 53 **Foreign policy**
Showing off to the world
- 54 **Children's eyesight**
Losing focus
- 54 **Investment flows**
Out as well as in

International

- 55 **Performance indices**
Ranking the rankings
- 56 **Internet use**
A tangled web

Business

- 57 **Twitter's future**
How high can it fly?
- 58 **East German industry**
Still not over the wall
- 59 **Spooks v tech firms**
Crypto war 2.0
- 59 **Russian media firms**
Interesting news
- 60 **China's carmakers**
Zoom, zoom, splutter
- 61 **Gays in business**
Out at the top
- 61 **Companies and water**
Value diluted
- 62 **Schumpeter**
The cannabis business

Finance and economics

- 65 **Emerging markets**
The dodgy duo
- 66 **Buttonwood**
Deflation and the dollar
- 67 **Tax reform in India**
The truck stops here
- 67 **Banking in Japan**
Celestial Suruga
- 68 **The World Bank**
Opprobrium from the atrium
- 69 **The Federal Reserve**
When doves cry

- 69 **Crackdown on tax**
Weil walks
- 70 **Saving in Germany**
Negative rates
- 70 **Emerging-market corporate debt**
Invisible bonds
- 71 **Free exchange**
Forget the 1%

Science and technology

- 72 **Virgin Galactic and Orbital Sciences**
It is rocket science
- 73 **Evolution**
Nuclear reaction
- 74 **GM crops**
Field research
- 74 **The Human Protein Atlas**
Balls and brains

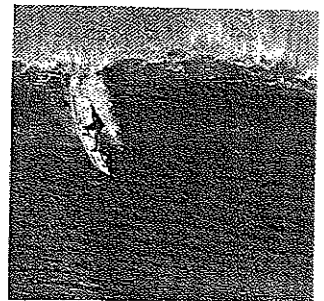
Books and arts

- 75 **The fall of the Berlin Wall**
The German open
- 76 **Germany at the British Museum**
History lessons
- 76 **Economic history**
The searing Twenties
- 77 **New York property**
Reason not the need
- 78 **Peter Carey**
Forget-me-not
- 78 **Searching for frogs**
Toad haul

- 84 **Economic and financial indicators**
Statistics on 42 economies, plus our monthly poll of forecasters

Obituary

- 86 **Joan Quigley**
The president's stargazer



Next week
Under American leadership the Pacific has become the engine room of world trade. But the balance of power is shifting, says Henry Tricks

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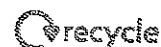
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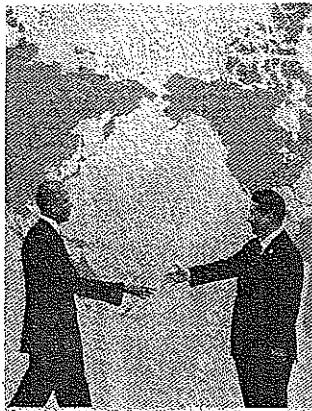
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On the cover

This week's summits helped, but great-power rivalry still threatens the Pacific: leader, page 13. Under American leadership, the Pacific has become the engine room of world trade. But the balance of power there is shifting, says our special report, after page 42. A productive summit for China, page 50. A grumpy handshake for Japan, page 51. A possible snap election from Shinzo Abe, page 47. China's climate deal with America, page 39.

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8 The world this week

Leaders

- 13 **The Pacific rim**
Bridge over troubled water
- 14 **Ukraine's economy**
Don't chicken out of Kiev
- 14 **Bank regulation**
Capital punishment
- 15 **Catalonia's future**
Let them vote
- 16 **Mexico's growing crisis**
Mr Peña in trouble

Letters

- 18 **On infrastructure, Colombia, legal aid, Nigeria, Halloween, religious practices, Kansas, inflation, drugs**

Briefing

- 20 **Financial inclusion**
A phoneful of dollars

Europe

- 25 **Catalonia's future**
Voting in their hearts
- 26 **Russia and Ukraine**
Military marches
- 26 **French economists**
Toulouse v Paris
- 27 **Italy's government**
Frenzied Renzi
- 27 **Kosovo and the EU**
Small Balkan scandal
- 28 **Welfare in Europe**
Benefits tourism not OK
- 28 **Turkey and Islam**
Ban it if you can
- 29 **Charlemagne**
Britain's Dave-no-mates

Britain

- 30 **Returning Jihadists**
Turning them around
- 31 **Labour in crisis**
Wait a minute, Mr Postman
- 31 **London's bridges**
Crossing the Thames
- 32 **Bagehot**
The king of Tower Hamlets

Middle East and Africa

- 33 **Iran's nuclear programme**
The last mile
- 34 **The war in Syria**
Can hell be frozen over?
- 34 **Jihadism in Egypt**
The general's law in Sinai
- 35 **Human rights in the Gulf**
The new unpeople
- 36 **Post-apartheid politics**
Workers disunited
- 36 **Ebola and the economy**
The ignorance epidemic

United States

- 37 **Congress and the president**
Butting heads
- 38 **Foreign policy**
Obama's options
- 39 **Climate change**
Dealing with denial
- 39 **A presidential biography**
Bush on Bush
- 40 **Spanking**
It makes your kids stupid
- 40 **The Supreme Court**
Laws, maps and vows
- 41 **Can Detroit recover?**
Chapter 9 draws to an end
- 42 **Lexington**
The nostalgia trap

Special report: The Pacific Power shift
After page 42

The Americas

- 43 **Mexico's leadership crisis**
From bad to worse
- 44 **Term limits in Ecuador**
Rebellion by referendum
- 44 **Canada's sex pests**
A harsh light
- 44 **Guyanese politics**
A 60-year schism
- 45 **Bello**
A southern Reformation



Jihadists Britain is getting more sophisticated in dealing with returning fighters, page 30



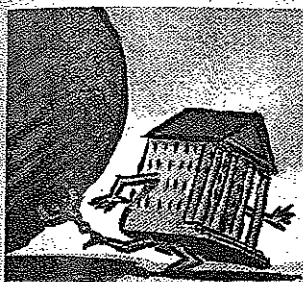
Mexico to save a promising presidency, Enrique Peña Nieto must tackle crime and corruption: leader, page 16. Questions about the financing of the president's house add to his woes, page 43. But the Pemex reforms look fairly impressive, page 55



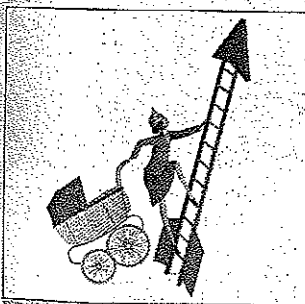
Catalonia The Madrid government should let the Catalans have a vote – and defeat the separatists at the polls: leader, page 15. The unauthorised "referendum" this week will do little to resolve the future of the region or of Spain, page 25



Ukraine's economy Throttled by Russia, the country needs more Western help; leader, page 14. **Economic recovery** is a long way off, page 63. **Meanwhile**, the battle rages, page 26; and the rouble looks set to decline, page 65



Big banks The latest global rules to make them safer are sensible. Much else that regulators are doing is not; leader, page 14. **New rules** hemming in banks will make it easier to let them crash. With luck, page 65. **Those left out** of the system, pages 20-22



Nordic women bosses In the world's most female-friendly workplaces, executive suites are still male-dominated; Schumpeter, page 62

- Asia**
- 46 **The new Silk Road**
Hardly an oasis
 - 47 **Politics in Japan**
Snap election?
 - 47 **India's cabinet...**
The full lotus
 - 48 **...and its north-east**
Looking for an opening
 - 49 **Banyan**
Okinawa, a weak link

- China**
- 50 **Summitry**
The Chinese order
 - 51 **Fossil-hunting**
Bone China
 - 51 **China and Japan**
Out of the deep freeze

- International**
- 52 **Data and development**
Off the map
 - 53 **The age of consent**
How young is too young?
 - 54 **Rough sleeping**
One home at a time
 - 54 **Pollution and exams**
Trouble with tests

- Business**
- 55 **Energy in North America**
A new Mexican revolution
 - 56 **Mergers and acquisitions**
The new rules of attraction
 - 58 **Pharmaceutical M&A**
Invent it, swap it or buy it
 - 58 **Internet regulation**
Not neutral about net neutrality
 - 60 **The Yukos affair**
The chase is on
 - 61 **Government outsourcing**
Nobody said it was easy
 - 62 **Schumpeter**
Nordic business women

- Finance and economics**
- 63 **Ukraine's economy**
Worse to come
 - 64 **Buttonwood**
Reclaiming capitalism
 - 65 **Russia's economy**
The rouble's rout

- 65 **Bank regulation**
Buffering
- 66 **Currency trading**
Fixed penalty
- 67 **Foreign-currency loans in central Europe**
Forint exchange
- 67 **Banks in Vietnam**
A drop in the Ocean
- 68 **Free exchange**
Globalisation is back

- Science and technology**
- 69 **Cometary science**
Touchdown
 - 70 **L'Aquila's earthquake**
The laws and physics
 - 70 **Treating Ebola**
Unchained malady
 - 71 **Avian navigation**
Flight risk

- Books and arts**
- 72 **19th-century Europe**
Phantom terror
 - 73 **Landscape in Britain**
Pride of place
 - 73 **Le Corbusier**
Ecology of modernism
 - 74 **Fairy tales**
A short history
 - 74 **Hun Sen's Cambodia**
Miracle or mirage?
 - 75 **The myth of Galicia**
History, hunger and heritage

- 80 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at the price of making a plastic bottle

- Obituary**
- 82 **Manitas de Plata**
The gypsy wonder



The gypsy guitarist
Our obituary of Manitas de Plata, page 82

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On the cover
Russia's wounded economy: leader, page 13. For more than a decade oil and consumer spending have propped it up. Not any more, page 24. **Russia overestimates the value of its reserves,** pages 25. **Some of Russia is business-friendly** page 26. **Using the SWIFT financial transfer mechanism against rogue states,** page 55. **Russia will test Europe's new foreign-policy supremo: Charlemagne,** page 31. **A new book on the networks that control Russia,** page 77

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8 The world this week

Leaders

- 13 **Russia**
A wounded economy
- 14 **Murders in Jerusalem**
Keep God out of it
- 14 **Nuclear talks**
Iran's choice
- 15 **Japanese elections**
Same race, same horse
- 16 **China's monetary policy**
The People's Blank of China

Letters

- 20 **On immigration, Ebola, marijuana, America, politics, China**

Briefing

- 24 **The Russian economy**
The end of the line
- 25 **Foreign-exchange reserves**
Not quite all there
- 26 **Regional successes**
Bright spark

Europe

- 27 **Germany's economy**
The sputtering engine
- 28 **Romania's election**
A commonsense victory
- 28 **Protests in Hungary**
Opposing Orban
- 29 **France's centre-right**
Sarko Redux
- 30 **Spanish politics**
A three-cornered hat
- 30 **Portugal's visa scandal**
Buying their way in
- 31 **Charlemagne**
European foreign policy

Britain

- 32 **The NHS**
Reform and reformation
- 33 **Satellite industry**
Stars in their eyes
- 34 **Bagehot**
Brand Britain abroad

Middle East and Africa

- 35 **Jerusalem**
Murder in the synagogue
- 36 **Islamic State**
More foes than friends
- 36 **Zanzibar and Tanzania**
Imperfect union
- 37 **Nigeria's film industry**
Selling BlackBerry Babes
- 37 **Defence spending**
Arms and the African

United States

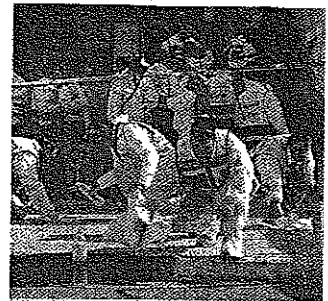
- 39 **Heroin**
The great American relapse
- 40 **Keystone XL**
Back in the pipeline
- 42 **Infrastructure**
Going their separate ways
- 43 **Atlanta's new trams**
All aboard!
- 43 **Criminal cities**
The secret of success
- 44 **Campaign contributions**
Live together, vote together
- 45 **Lexington**
Barack Obama runs a red light

The Americas

- 46 **Argentina**
Cristina's long farewell
- 47 **Health in Central America**
Misleading means
- 48 **Bello**
Slowing economies

Asia

- 49 **Japanese politics**
Punting on polls
- 50 **Energy in Indonesia**
Higher prices
- 51 **Australia and global warming**
An outlier
- 51 **Elections in Taiwan**
Testing times
- 52 **Banyan**
Ashraf Ghani's Afghan dance



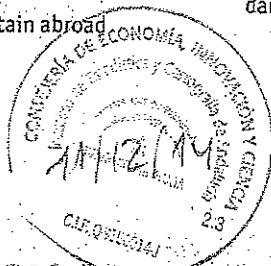
Jerusalem The Israeli-Palestinian conflict is drifting dangerously towards religious war: leader, page 14. A deadly attack on Jews at prayer raises the stakes in an already turbulent city, page 35



Japan's snap election Shinzo Abe has called a poll to consolidate power: voters should give him one more chance: leader, page 15. His big fight will be over economic reform, page 49



America's heroin relapse An old sickness has returned to haunt a new generation, page 39



Rev. 150

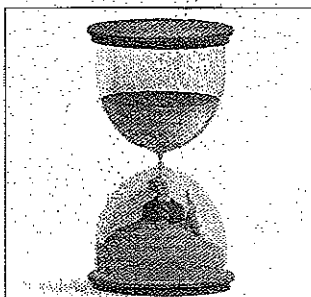
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China's central bank It should cut interest rates and explain clearly why it is doing so: leader, page 16. It is wary of easing, but that is what the economy needs, page 67. Powerful central banks are subject to their own biases and failings: Buttonwood, page 58



Decline of state companies The performance of government-controlled companies has been shockingly bad, page 59. The 400-odd firms Vietnam wants to privatise are mostly unappealing, page 60



Short-termism Let's not get carried away by the tide of criticism of it: Schumpeter, page 55

China

- 53 **Higher education**
Luring back talent
- 54 **Inheritance law**
Complex legacies
- 54 **Hong Kong politics**
Barricades come down

International

- 55 **Financial sanctions**
A SWIFT response
- 56 **FIFA and corruption**
Hear no evil
- 57 **The war on obesity**
Heavy weapons
- 57 **Paydays and mortality**
Cash to crash

Business

- 59 **State-owned firms**
In the dock
- 60 **Vietnam's state firms**
Excess baggage
- 61 **The taxi-app market**
Uber-competitive
- 61 **Executive compensation**
If you hire them, pay will come
- 62 **Oilfield-service firms**
Knowing the drill
- 62 **Video games**
In-console-able
- 62 **Mobile telecoms**
The endangered SIM card
- 63 **Companies in Poland**
Growing the Polish Apple
- 64 **Minerals firms**
Reputation management
- 65 **Schumpeter**
Short-termism: not all bad

Finance and economics

- 67 **The People's Bank of China**
Covert operations
- 68 **Buttonwood**
Central bankers' foibles
- 69 **Corporate venture capital**
If you can't beat them, buy them

- 69 **Business-development companies**
Shadowy developments
- 70 **The Greek economy**
Grecovery
- 70 **Behavioural economics**
Lying, cheating bankers
- 71 **Mobile payments**
The cheque is in the tweet
- 72 **Free exchange**
Demography and secular stagnation

Science and technology

- 74 **Nuclear safety**
The ultimate security blanket
- 75 **How Tibet was won**
The barley mow
- 75 **Antibodies v bacteria**
Making resistance futile
- 76 **The fate of Philae**
Where the shadows lie

Books and arts

- 77 **Putin's Russia**
Band of brothers
- 78 **Quantum biology**
Nature, the physicist
- 78 **Germany**
Reformed and reluctant
- 79 **Tove Jansson**
Moomins' magic maker
- 80 **English family life**
Common people
- 80 **Literary auctions**
First editions, second thoughts
- 84 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at global business confidence

Obituary

- 86 **Donald Stookey**
The joy of glass



Antibiotics and antibodies A new way to fight bacterial infections that could be the answer to antibiotic resistance, page 75

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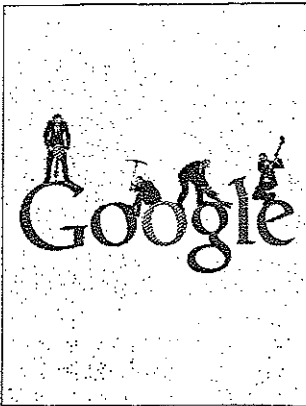
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On the cover
Should governments break up digital monopolies? **Leader, page 11.** Online businesses can grow very large very fast—it is what makes them exciting. Does it also make them unusual threats to competition? **Pages 19–22.**

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8 The world this week

Leaders

- 11 Google et al**
Should digital monopolies be broken up?
- 12 Computer spying**
Attack of the cybermen
- 12 Race in America**
The fury of Ferguson
- 13 Juncker's investment plan**
Fiddling while Europe burns
- 14 Britain's public finances**
Check your sums, guys

Letters

- 16 On banks, dinosaurs, net neutrality, Catalonia, London, Shakespeare, averages**

Briefing

- 19 Internet monopolies**
Everybody wants to rule the world

Europe

- 23 French foreign policy**
Cheese-eating warriors
- 24 Germany and Russia**
A new Ostpolitik
- 24 The Cyprus problem**
Intractable—or insoluble?
- 26 Workers in Turkey**
Not so safe
- 26 Ukraine's government**
Tragedy and farce
- 27 Italy's political right**
Salve Salvini
- 28 Charlemagne**
The Juncker package

Britain

- 29 The public finances**
Job not done
- 30 Britons in Europe**
The balance of ailments
- 32 Bagehot**
UKIP turns serious

Middle East and Africa

- 33 Piracy in Africa**
The ungoverned seas
- 34 Congo's president**
Will he, won't he?
- 35 South Sudan**
The Christmas fighting season
- 35 Iran nuclear talks**
Running out of time
- 36 Israel's constitution**
How Jewish a state?

United States

- 37 Immigration**
Both relieved and worried
- 38 Immigration and the economy**
How migrants help
- 39 Race and policing**
We don't belong here
- 40 Chuck Hagel's departure**
Over and out
- 40 Thanksgiving turkeys**
Fowl maths
- 40 Affirmative action**
Harvard under fire
- 41 Historic-house museums**
Keeping up appearances
- 42 Lexington**
Mr Castro goes to Washington

The Americas

- 43 Venezuela's government**
On borrowed time
- 44 Uruguay's election**
Feeling very mellow
- 44 Cycling in São Paulo**
Tropic of Copenhagen
- 45 Bello**
Dilma changes course

Asia

- 46 Afghanistan**
A country in crisis
- 48 Japanese politics**
Inheriting power
- 48 Blasphemy in Pakistan**
Tough laws
- 49 South Asia's hydro**
Power in them hills
- 50 Banyan**
A fault in Rajapaksa's stars?



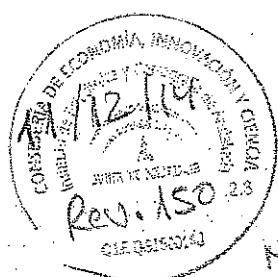
Riots in middle America Race is America's deepest problem, but multiple small changes can mitigate it. **Leader, page 12.** The riots in a run-down suburb of St Louis show the enduring rift between black people and the police. **page 39**



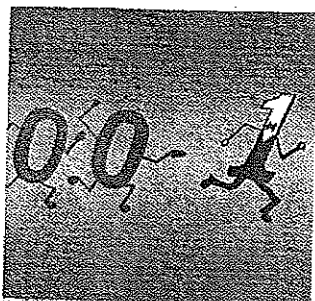
Juncker's inadequate package The European Commission is fiddling while Rome burns. **leader, page 13.** The plan to kick-start the economy rests on some magical thinking. **Charlemagne, page 28**



Malnutrition The world has a good record in alleviating poverty but a terrible one in improving people's diets. That may be changing. **page 53**



NT 1600 6120
col. 500 107



Cyber-spying Sophisticated viruses have replaced shoe-leather in the world of espionage: leader, page 12. Malicious computer code is making the spook's job easier than ever: page 54. To the alarm of some lawmakers, scrambling data is increasingly easy as encryption becomes the default option on digital devices: page 67.



Long-haul low-cost flights Budget airlines have revolutionised short-haul flying. Now they are poised to do the same on longer routes: page 55.



The man who bought half Ukraine's debt The controversial strategy of Michael Hasenstab, a bargain-hunting bond trader: page 61.

China

- 51 **The new Silk Road**
Stretching the threads
- 52 **Spam messaging**
160 ways to annoy

International

- 53 **Malnutrition**
Feast and famine
- 54 **Computerised espionage**
The spy who hacked me

Business

- 55 **Low-cost airlines**
Making Laker's dream come true
- 56 **Budget carriers in India**
Short-haul for the long run
- 57 **Pharmaceuticals**
The price of failure
- 57 **Electricity firms in Japan**
Solar shambles
- 58 **The spirits business**
Cheers to Uncle Sam
- 59 **Estate agents**
At home with technology
- 60 **Schumpeter**
Making a success of CEO succession

Finance and economics

- 61 **Investing in government debt**
Franklin Templeton's whizz-kid
- 62 **Setting monetary policy by popular vote**
Own gold or own-goal?
- 62 **Bankers' pay**
Bonded labour
- 63 **Buttonwood**
America's pension crisis
- 64 **The US economy**
Lonely locomotive.

- 64 **Nigeria's economy**
Well below par
- 65 **The falling yen**
Low-calibre munitions
- 65 **Argentine economists**
The sages of the pampas
- 66 **Free exchange**
High-frequency trading

Science and technology

- 67 **Digital privacy**
Cryptography for dummies
- 68 **Annals of scavenging**
A diet to die for
- 69 **Electricity-free air conditioning**
A cool idea

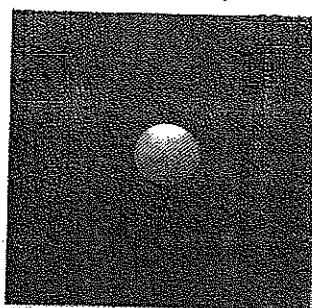
Books and arts

- 70 **The Paris Commune**
Massacre and mayhem
- 71 **American politics**
The oddest couple
- 71 **The Indian election**
Witness to a landslide
- 72 **French letters**
Patrick Modiano
- 72 **Wonder Woman**
A secret history
- 73 **Harvard Art Museums**
Town and gown

- 76 **Economic and financial indicators**
Statistics on 42 economies, plus a closer look at the impact of a China slowdown

Obituary

- 78 **Marion Barry**
Fall and redemption



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On the cover
The economics of oil have changed. Some businesses will go bust, but the market will be healthier: leader, page 15. How falling prices will affect America's shale boom, page 71. What is OPEC up to? Page 72. The key to stockmarket success is avoiding the worst sectors: Buttonwood, page 74.

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11 The world this week

Leaders

- 15 The new economics of oil
Sheikhs v shale
- 16 Nuclear power in China
Make haste slowly
- 16 Japan's election
Abe's last chance
- 17 The transformation of cities
A suburban world
- 20 Robotic aircraft
Free the drones

Letters

- 22 On Ferguson, women, oil, economics, the Pacific, Equatorial Guinea, getting old

Europe

- 25 Georgia and Russia
Not bearing up well
- 26 Russian gas exports
Pipe down
- 26 Moldova's election
Slouching towards Europe
- 27 French politics
Sarkozy's return
- 27 Sweden's government
That was quick
- 28 Dutch racial relations
Blacked up
- 29 Charlemagne
Poland's progress

Britain

- 30 The autumn statement
'Tis not the season
- 31 New homes
Building blocks
- 31 Cats and politics
Of mousers and men
- 32 Bagehot
David Cameron, a fairly useful prime minister

Middle East and Africa

- 33 Israeli politics
Bibi's bust-up
- 34 Air strikes against IS
Phantoms in deconflict
- 34 Law in the Middle East
Judge like an Egyptian
- 35 Oman's succession
After the sultan
- 36 Sudan and the UN
Mission in trouble
- 36 The emir of Kano
Banker v Boko Haram

United States

- 37 Military veterans
What they do next
- 38 America's next defence secretary
Get Carter
- 39 The budget
Deficit? What deficit?
- 39 Seven years since the recession began
How America is faring
- 40 Rehabilitating young offenders
How dogs train thugs
- 40 Sex crimes on campus
Professors as judges
- 41 Louisiana politics
Landrieu's end
- 42 Lexington
All aboard Rick Perry's no-frills airline

Essay

- 43 A planet of suburbs
Places apart

Technology Quarterly

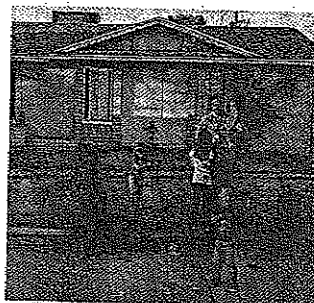
After page 48

The Americas

- 49 Colombia's war
Resuming the peace talks
- 50 Protests in Mexico
A call for justice
- 50 Drugs policy in Canada
Legal heroin
- 52 Bello
The Cuban question



Abe's last chance Japan desperately needs economic reform. The current prime minister still offers the best chance of that happening: leader, page 16. Shinzo Abe's expected victory in a coming snap election, page 53. History nags at Japan, while China challenges it, page 54.



Suburbs They are spreading across the emerging world. Governments should welcome that, but avoid the West's mistakes: leader, page 17. Our essay looks at the consequences of people everywhere continuing to embrace a much-mocked life in the suburbs, page 43.

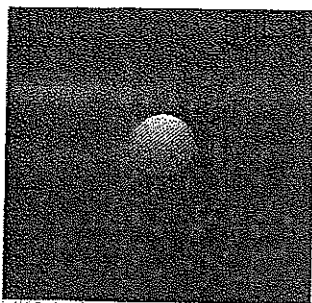


Pups and perps What has four legs, a wet nose, and helps young thugs grow up? Page 40.



REV. 150

NT. 16006120 - col. 500 107



Technology Quarterly

This month it includes articles on how grid-scale energy storage could transform the market for renewable power, civilian drones, printing electronics, laser-powered cinemas, our innovation awards and much more. After page 48. Why drones have huge commercial potential—so long as regulators don't try to tether them to the ground. **leader, page 20**



Books of the year The best books of 2014 were about the South China Sea, the fall of the Berlin Wall, Kaiser Wilhelm, the publishing of 'Ulysses' and capitalism in the 21st century. **page 85**. What *Economist* staff do in their spare time. **page 88**



Queen of the sleuths Our obituary of P.D. James, crime writer. **page 94**

Asia

- 53 **Japan and Abenomics**
Moment of reckoning
- 54 **Japan and the war**
Abe's demons
- 55 **Rural development in South Korea**
An old model revived
- 56 **Thai politics**
Hard times for the generals

China

- 57 **Hong Kong and Taiwan**
Losing hearts and minds
- 58 **Domestic violence**
Tightening the law
- 59 **Banyan**
The world is Xi's oyster

International

- 60 **The world's criminal court**
Nice idea, now make it work
- 61 **Climate diplomacy**
Flexible or toothless?

- 62 **Bribery**
Graft work

Business

- 63 **Nuclear power in China**
Promethean perils
- 64 **German utilities**
E.ON and E.ON
- 66 **Motorbikes in India**
Coming out for a Hero
- 66 **Online-advertising fraud**
Dial "B" for bot
- 68 **Mining and corruption**
Crying foul in Guinea
- 70 **Schumpeter**
Government innovation units

Finance and economics

- 71 **Shale oil**
In a bind
- 72 **OPEC**
Making the best of a low price
- 72 **Deposit insurance in China**
A premium for risk

74 Buttonwood

Investing by sector

- 76 **Investment banking**
Blooming boutiques

- 76 **Corporate debt in India**
Power cut

- 77 **Lithuania and the euro**
Strange bedfellows

- 78 **The status of economists**
The power of self-belief

- 78 **Private equity**
Terra Firma's last hurrah

- 79 **Free exchange**
Behavioural economics meets development

Science and technology

- 81 **Manned space flight**
This time it's different...
- 82 **Neutrino astronomy**
Balloon with a view
- 82 **Disseminating science**
Lighten our darkness
- 84 **Animal culture**
Left or right wing?

Books and arts

- 85 **Books of the Year**
Page turners

- 88 **Books by Economist writers**

What we wrote when we weren't in the office

92 Economic and financial indicators

Statistics on 42 economies, plus our monthly poll of forecasters

Obituary

- 94 **P.D. James**
Murder most intricate



Next week

We publish our special report on luxury goods. The modern industry rests on a paradox of mass exclusivity—but is thriving nonetheless, says Brooke Unger

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Índice

Estimadores de Truncamiento. Juan Francisco Ortega Dato.....	127
Alternativas en la construcción de un indicador multidimensional de calidad de vida. Antonio Argüeso Jimenez, Teresa Escudero Molina, Jose María Méndez Martín, Maria José Izquierdo Moreno.....	147
Una metodología para la proyección de los hogares utilizando datos de la Encuesta de Población Activa. Aplicación al caso de España. Silvia Bermúdez Parrado, J. Antonio Hernández Rodríguez, Joaquín Planelles Romero	197
Disentangling age and cohort effects in coresidence with adult children among the elderly in Catalonia. Pilar Zuera Castillo.....	227
Boris Gnedenko y las aplicaciones de la teoría de probabilidades. Concepción Valdés Castro, José Enrique Valdés Castro.....	259

"En publicidad, el mayor riesgo es no arriesgar"**Luis Bassat**

Quién es Quién	2
Noticias	3
La Nota	4
Entrevista a Toni Segarra Alegre	6
M^a Antonia Vígara Hernández, M^a Dolores Rebollo Rivelott y Rafaela Mayo Moreno	9
Las estadísticas del INE sobre empresas de publicidad y estudios de mercado	
Fernando Santiago Ceballos	15
AIMC MARCAS. Más que un estudio media-producto, una potente herramienta estratégica y publicitaria	
Entrevista a Carlos Rubio	18
David Castillo	20
TRACKING IOPE DETNS: 20 años midiendo la eficacia de la comunicación	
Manuel Sala	25
OJD - La difusión de la prensa en España	
José Andrés Gabardo Vallejo	28
EGM (Estudio General de Medios)	
Ana Laura Zain	32
La medición de la audiencia digital: comScore	
Escuela Estadística	35
Reseña de publicaciones	36

En el ámbito publicitario no sólo las marcas requieren sondear el éxito de su comunicación sino que los medios que dan soporte a dichos anuncios se encuentran también sometidos a registros y encuestas cuya interpretación será determinante para el sector. En los últimos tiempos, la proliferación de nuevos medios de comunicación digitales y la transformación de la conducta de los consumidores han favorecido la proliferación de nuevas metodologías de cálculo y evaluación. En este número presentamos algunos de los estudios más relevantes y adelantaremos algunas de las innovaciones metodológicas que se han implementado en los últimos años.

Hemos querido dedicar la sección de *Quién es Quién* para recordar al recientemente fallecido **José Barea** con las afectuosas palabras de su amigo **Juan Veiarde**.

Comenzamos con una introducción en la sección de "La Nota" sobre la relación estadística-publicidad de los Censos realizada por **Marina Cuesta**, para dar paso a la entrevista de **Toni Segarra**, uno de los mejores creativos de España, en la que nos habla del uso de las nuevas tecnologías en la publicidad actual. En el primero de los artículos, elaborado por **M^a Antonia Vígara**, **M^a Dolores Rebollo** y **Rafaela Mayo**, se describen las principales cifras del sector de la Publicidad y los estudios de mercado a partir de las estadísticas del INE. A continuación, **Fernando Santiago**, nos detalla la metodología del estudio AIMC Marcas.

Entrevistamos también a **Carlos Rubio**, Director General de la Asociación Española de Agencias de la Comunicación Publicitaria, sobre el uso de la estadística en la comunicación publicitaria. En el siguiente artículo, **David Castillo**, describe cómo se mide la eficacia de la comunicación con el Tracking IOPE de TNS. **Manuel Sala** nos relata la historia de la medición de la difusión de la prensa a través de OJD, que cumple 50 años, y **José Andrés Gabardo** explica la metodología del Estudio General de Medios (EGM) que analiza la audiencia de los medios y también cuenta con 46 años de historia. Por último, **Ana Laura Zain**, de comScore, nos describe las soluciones que utilizan para la medición de la audiencia en el entorno digital.

CONTENTS

Modeling Heterogeneous Variance-Covariance Components in Two-Level Models George Leckie, Robert French, Chris Charlton, and William Browne	307
Composition, Context, and Endogeneity in School and Teacher Comparisons Katherine E. Castellano, Sophia Rabe-Hesketh, and Anders Skrondal	333
Design-Comparable Effect Sizes in Multiple Baseline Designs: A General Modeling Framework James E. Pustejovsky, Larry V. Hedges, and William R. Shadish	368
Multilevel Factor Analysis by Model Segregation: New Applications for Robust Test Statistics Jonathan Schweig	394

«La Triple Meta para el futuro de la sanidad»

coordinado por Núria Mas y Wendy Wisbaum

SUMARIO

INTRODUCCIÓN EDITORIAL

La Triple Meta para el futuro de la sanidad

V

I. IMPORTANCIA DE LA TRIPLE META

La Triple Meta para el futuro de la sanidad: 2 *Núria Mas y Wendy Wisbaum*

Implementando la *Triple Meta*:
«Lecciones» desde el ámbito directivo: 7 *Rafael Bengoa y Patricia Arratibel*

II. CUIDADOS BASADOS EN LA EVIDENCIA

Mejores cuidados y salud:
Incorporando el coste de oportunidad
en el proceso de tomar decisiones: 16 *Marta Trapero Bertran*

¿Deberíamos realizar cribado sobre la diabetes tipo 2?: 23 *Jaana Lindström*

III. CUIDADOS INTEGRADOS

Integrando los cuidados de pacientes
mayores con problemas médicos complejos: 30 *Nick Goodwin*

IV. PLANIFICACIÓN E INCENTIVOS

La genética de los sistemas sanitarios y
la posible evaluación de su bondad: 42 *Guillem López-Casasnovas y Natàlia Pascual-Argenté*

Sistemas de pago para mejorar la calidad, eficiencia y
coordinación de la atención a los pacientes crónicos.
Un marco y ejemplos nacionales: 50 *Reinhard Busse y Miriam Blümel*

El papel de los copagos en sistemas de
salud públicos y universales: 62 *Jaume Puig-Junoy*

V. CUIDADOS CENTRADOS EN EL PACIENTE

La activación del paciente como herramienta para la <i>Triple Meta</i> :	74	<i>Judith Hibbard</i>
Pacientes implicados: Participación del paciente en la toma de decisiones:	85	<i>María Dolores Navarro Rubio</i>

VI. FUERZA LABORAL SANITARIA

La educación interprofesional: Una visión económica:	94	<i>Hugh Barr y Juan José Beunza</i>
Un análisis exploratorio de los salarios y la estabilidad laboral en el sector de los cuidados de larga duración en Europa:	102	<i>Stefano Visintin, Marta Elvira, Carlos Rodríguez-Lluesma y Sebastián Lavezzolo</i>

POPULATION ET SOCIÉTÉS, ISSN 0184-7783

N° 516, Novembre 2014: "Les personnes vivant avec le VIH face aux discriminations en France métropolitaine"

- Un quart des personnes séropositives déclarent avoir subi des discriminations
- Les motifs de discrimination: séropositivité, couleur de peau et orientation sexuelle
- Des situations sociales inégalement discriminatoires
- La sphère familiale
- Les services de soins
- La recherche d'emploi et le lieu de travail
- Résumé
- Encadré 1. Vespa2, enquête sur les personnes vivant avec le VIH en France métropolitaine
- Encadré 2. La mesure des discriminations

INVITED PAPER

- 815 Support vector machines maximizing geometric margins for multi-class classification**
k. Tatsumi – T. Tanino
- 841 Comments on: Support vector machines maximizing geometric margins for multi-class classification**
S. Abe
- 844 Comments on: Support vector machines maximizing geometric margins for multi-class classification**
Y. Guermeur
- 852 Comments on: Support vector machines maximizing geometric margins for multi-class classification**
Y. Lee
- 856 Rejoinder on: Support vector machines maximizing geometric margins for multi-class classification**
K. Tatsumi – T. Tanino

ORIGINAL PAPERS

- 860 A constrained egalitarian solution for convex multi-choice games**
R. Branzei – N. Llorca – J. Sánchez-Soriano – S. Tijs
- 875 Robust portfolio choice with CvaR and VaR under distribution and mean return ambiguity**
A. B. Paç – M.C. pINAR
- 892 Interger solutions to bankruptcy problems with non-interger claims**
V. Fragnelli – S. Gagliardo – F. Gastaldi
- 934 Interger solutions to bankruptcy problems with non-interger claims**
P. Beraldi – M. E. Bruni
- 950 Cost evaluation of airline maintenance investigation-triggering methods**
M. D.-M. - Dai – K. H. Chen
- 976 Availability analysis of a repairable duplex system: a z-dependent**
E. J. Vanderperre – S. S. Makhanov

An Official Journal of the Spanish Society of Statistics and Operations Research

- 997** Novel hybrid heuristics for an extension of the dynamic relay deployment problem over disaster areas
M. N. Bilbao – S. Gil-López – J. Del Ser – S. Salcedo-Sanz – M. Sánchez-Ponte – A. Arana-Castro
- 1017** Extremal problems involving isotropic sets and functions on spaces of rectangular matrices
A. Seeger
- 1028** Human resources scheduling to improve the product quality according to exhaustion limit
R. Jamshidi – M. M. Seyyed Esfahani
- 1042** An integrated inventory model with quality improvement and two-part credit policy
L.-Y. Ouyang – C.-J. Chuang – C.-H. Ho – C.-W. Wu
- 1062** An integer linear formulation for the file transfer scheduling problem
Z. Drazic – S. Savic – V. Filipovic
- 1074** Nonzero-sum constrained discrete-time Markov games: the case of unbounded cost
W. Zhang – Y. Huang – X. Guo
- 1103** Multi-criteria decision-making method based on normal intuitionistic fuzzy-induced generalized aggregation operator
J.-Q. Wang – P. Zhou – K.-J. Li – H.-Y. Zhang – X.-H. Chen
- 1123** A two-stage stochastic transportation problem with fixed handling cost and a priori selection of the distribution channels
Y. Hinojosa – J. Puerto – F. Saldanha-da-Gama
- 1148** Concepts and techniques of optimization on the sphere
O. P. Ferreira – A. N. Iusem – S. Z. Németh