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General explanation of the subject and explain why it is important.

What is your added value with respect to other techniques?

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In the Chapter content any graphic, table and figure should be editable formats that can change size, type and number of letter, for the purposes of edition, these must be high quality, not pixelated and should be noticeable even reducing image scale.

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**Table 1.1** Title

|  |  |  |
| --- | --- | --- |
| **Variable** | **Descripción** | **Valor** |
|  | Volumen de Venta | 20000 |
|  | Postura de venta | 490.61 |
|  | Volumen de Compra | 20000 |
|  | Postura de Compra | 485.39 |
|  | Precio último Hecho | 491.61 |
|  | Volumen Operado | 1241979 |
|  | Precio/Utilidad | 0 |
|  | Precio/Valor Libro | 0 |
|  | Utilidad p/Acción | 0 |
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Each chapter shall present separately in **3 folders**: a) Figures, b) Charts and c) Tables in .JPG format, indicating the number and sequential Bold Title.

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**Methodology**

Develop give the meaning of the variables in linear writing and important is the comparison of the used criteria.

**Results**

The results shall be by section of the Chapter.

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Tables and adequate sources

**Thanks**

Indicate if they were financed by any institution, University or company.

**Conclusions**

Explain clearly the results and possibilities of improvement.

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Use APA system. Should not be numbered, nor with bullets, however if necessary numbering will be because reference or mention is made somewhere in the Chapter.

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