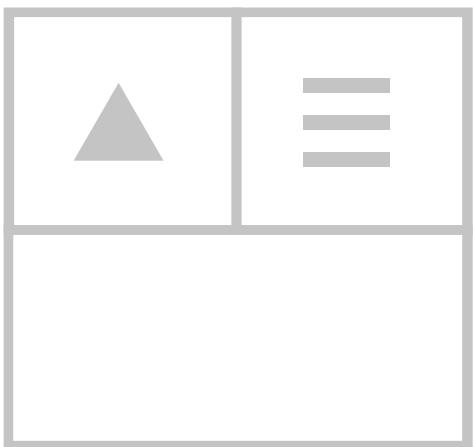




EDICIONES UC

CHILEAN
DELEGATION
20-24 OCTOBER







INTRODUCTION






To define Chile, even from its origins, there are many voices. Some of them say that its name comes from the Trile bird (*Xanthornus cayenensis*) that, when flying over the skies, sings “thrile”, which later evolved into Chile. Others claim that it comes from the Quechua word 'chiri', which means cold or snow, as the tall mountain range of Los Andes, which crosses it from north to south, or like the crystalline glaciers. However, the most accepted definition would come from the Aymara word “chilli”, which has two meanings: “the end of the world” and “the deepest place on Earth”.

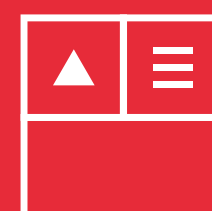
Chilean literature has a position as a Latin American referent, writing its own history, yesterday thanks to the poetry of its Nobel Prizes Gabriela Mistral and Pablo Neruda, today with a well-stocked ecosystem of books that enables one to integrate aesthetical, symbolic, cultural, and politic values to the debate.

In 2020, the pandemic crashed into the reality of the world, and also of the publishing industry. The difficulties went from the logistics in the chain of production to the intermittent closure of the markets. However, the Chilean publishing scene was able to do the unthinkable, and digital and physical copies in all genres followed an upward trend.

According to the 2020 statistical report by the ISBN agency, digital publications grew in an historical 166.9%, compared to 2019. Physical books did not stay out of the explosion of publications, and grew in a 15.96%.

In this ecosystem, as well, the coexistence of digital and physical books was complementary. While university and academic publishers are successful with the digital books, there are also those who mix physical and digital, installing specialized topics with a bold design, and those who deliver entertainment, understanding, and adventures to children in innovative formats and materials that favor the experience of reading physical books. Because the 10 publishing houses that have arrived to the Frankfurt Book Fair, thanks to the coordination of the Ministerio de las Culturas, las Artes y el Patrimonio, through the Consejo Nacional del Libro y la Lectura and the Ministerio de Relaciones Exteriores through ProChile, is only the tip of the iceberg of a very talented literary industry based on Chile, which is nowadays looking forward to internationalize their catalogues.





INTERVIEW



INTERVIEW

EDICIONES UC

MARÍA ANGÉLICA ZEGERS / PATRICIA CORONA
ediciones.uc.cl / editorialedicionesuc@uc.cl / [@edicionesuc](https://www.instagram.com/edicionesuc)

We are in the presence of the main university publisher in the country. Emblematic books, of national and international academic production, are the core of the publications by the Pontificia Universidad Católica de Chile, who have accompanied the country throughout its social processes, and are now aiming towards a further internationalization. About this we talked to María Angélica Zegers, the director of Ediciones UC.



INTERVIEW
EDICIONES UC

Your goal is to be a relevant actor in the dialogue with culture, and also to be a window towards society. How has been this experience that has led you to be the main university publishing house in the country nowadays?

Ediciones UC is the publishing house of the Pontificia Universidad Católica de Chile and was created in 1975 with the purpose of providing editorial services to support teaching, research, and literary creation at the University. However, it was heir to a publishing tradition established at the University, particularly at Nueva Universidad editions, created at the end of the 1960s, which published more than 100 titles, including such emblematic ones as the first edition of Violeta Parra's "Décimas" and Nicanor Parra's "Artefactos".

I would say that it is this tradition, our authors' quality, and the professionalism of our editorial work that has allowed us to position ourselves today as the leading academic publisher in the country. Our books are subjected to a strict protocol in which the applications are reviewed by an editorial committee formed by distinguished personalities and then each book is selected for external peer review. We try to maintain a quality and variety that corresponds to the guidelines of the University and the challenges of the country. . When we say that we want to be a relevant actor in the dialogue with culture and a window to society, it is because we want to provide an effective space for the publication of books that do not always have a place in a commercial publisher, but which we are sure are essential to transmit the quality knowledge that is produced within a University. And this is framed in the public role of the UC,

which considers central to guide its action with an eye on students, but also in a very central way in the community. Universidad Católica genuinely seeks to collaborate in the development of Chile through teaching, research and extension, and in this role, books are a central instrument.

Which would you think are the main changes that the publisher has gone through in synchrony with the changes that society has undertaken?

We are set within the University structure; therefore, our vision and our mission are oriented according to that, which for a publisher is a great source of energy and new topics, because there are few institutions that better capture the social feeling than a university. Just remember that some of the most relevant social movements in the world have started within universities, because the strength of young people is irreplaceable, in them new ideas and concerns are boiling, it is all about going forward, and particularly in the Universidad Católica, which has quality as a central axis of its work, the vocation will always be to explore, to move the margins, to dare to go for more. We are not confined to a small or particular reality, but we try to look at what is happening outside and learn from other experiences, just as we want others to learn from us. This way of understanding the work permeates all decisions in a very proactive way and is what determines that we go out to look for new opportunities, new subjects, and new alliances in this globalized world. To give an example, at the university we passionately defend the publication of titles that add value to the discipline, but why? Because we understand that the book

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EDICIONES UC

is an irreplaceable element in the transmission of knowledge and that it produces a real impact, which may sound very countercurrent in these times when what is imposed in the academic world is the pressure to publish papers in scientific journals, because it is the main factor for promotion in academic careers and very relevant in the quality certification of universities. The truth is that academic publishers are not conceived to compete in the readership rankings, but to reach people with quality knowledge, and the authorities have supported us in this and in revealing the important role of the book within the university. We have grown a lot in the last years and we are the main university publisher in the country in number of publications, and also one of the most important in Latin America, but the number does not mean much if it is not supported by the quality of the publications and by a variety of subjects that effectively addresses the challenges and problems of the population. Our publishing house tries to ensure that the addressed topics reflect the social demands, a matter that for economic reasons will not always be addressed by a commercial publisher, but the challenge is double because it is also necessary to be profitable. Another change is that Ediciones UC not only publishes the university's authors, but for quite some time we have been open to external authors who trust us as a prestigious publisher to release their works.

And what has been a real transformation in recent times is everything we have done in internationalization and the enormous opportunities that have opened up with digital books and e-Commerce, which we have seen explode during the pandemic. Subjects such as audiobooks, open access, self-publishing, to name a few, are new issues that have been opening up during all this time,

although a very central one for us is the challenge of defending intellectual property and the fight against piracy, It may seem politically incorrect to talk about it because it is presented as a barrier to reading, when the truth is that what piracy does is kill the publishing sector, not only the editors or publishers, but the entire book chain, printers, bookshops, distributors, authors, designers, illustrators, etc. And it must be said that there are thousands of completely free and legal reading alternatives today. We have on our website books that are completely free, and I think it is very important to understand the challenges facing the industry in terms of protecting intellectual property and valuing the fair work of all people.

What are the upcoming challenges for Ediciones UC for the rest of the year and in which territories would you like to expand?

For our team, Frankfurt has been an especially important event. Guadalajara is the largest for books in Spanish, and it has all its advantages, but several years ago we proposed internationalization as a central axis of our development in a two-way path: that our books would have diffusion abroad and bring to Chile good titles from other publishers, and Frankfurt was key in this.

It must be said that buying rights has no difficulty, anyone can approach a publisher, buy the rights to a book, and edit it, but we always sought to work together, so that the publisher with whom we made a

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deal was committed to us and our work, as we did with them; and this started in Frankfurt, when Ediciones UC and in general the Chilean publishers were little known. We approached first level publishers and they trusted us and today we can proudly say that we have many broad collaboration agreements and co-edited books where we share our logo and where we know authors and publishers. This enriches the editorial work, allows us to learn, to open our eyes, and also to show the Chilean reality abroad. I am interested in highlighting this, because sometimes it is said that the Fairs are almost social instances, and for us they have always been, at least Frankfurt, of much learning, of much enrichment, of meeting many valuable people, which in the end has resulted in publications of the highest level.

In a complex university, such as the Universidad Católica, there is enough knowledge to give life to first-class academic publications and bringing this knowledge to society is not for us a collateral outcome, but part of our central mission and, in this sense, the interconnection with other first-class national and international publishers, with other universities, study centers, civil organizations, are key elements in today's world. I find it hard to think that academic publishers do not have this reality as a central driver of their development. Besides, in Chile, the publishing guild association is very atomized, with several groups in a country that is not large and has low reading rates, and I am convinced that in this matter, unity is strength, and we should tend to go towards that in academic publishing.

In the global world there are no legitimate reasons to keep knowledge enclosed within the walls of a campus, and there are many effective tools to achieve higher levels of impact. Just imagine the infinite

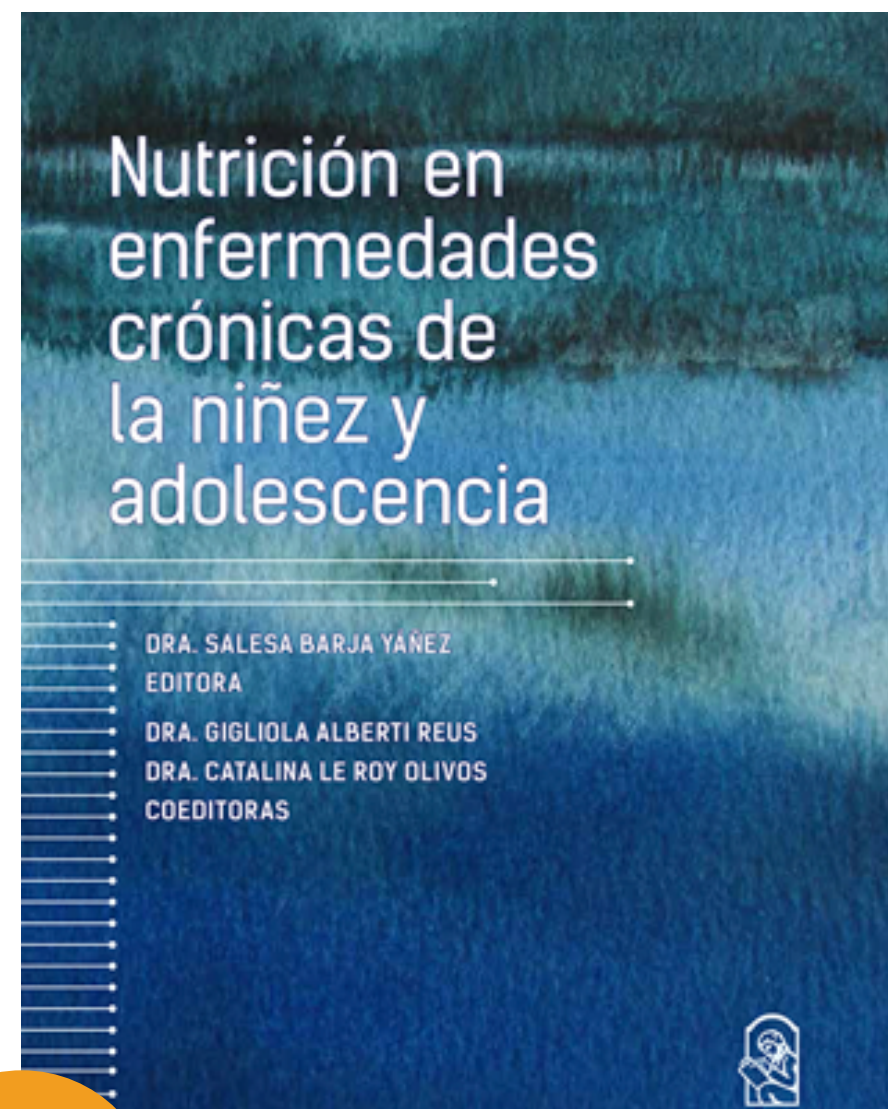
possibilities of the digital book and e-commerce that allows a product to reach another continent in three days. Our immediate challenge is to consolidate ourselves as a reference for academic publishing at a regional level, especially enhancing the internationalization of our collection. Ediciones UC maintains copublications and collaboration with some of the most important publishers in the world, such as Springer, Routledge, Oxford, MIT, Columbia, National Academies of Science, British Library, Universidad de Los Andes Colombia, or UNAM, to name a few. It is also very important for us to participate with our peers in associations such as EULAC, which brings together Latin American university publishers, and UNE, the association of Spanish university publishers, with whom we have a special collaboration agreement. Our books are distributed in first-level commercial and academic platforms, and although it has been a long and difficult road, much has been achieved and there is still much more to be done. Proposing topics that reflect the interests and needs of Latin American countries is undoubtedly a very relevant objective for us as an academic publisher and is necessary today in this global world, where we interact and need each other. Today more than ever when we see that discourses are so polarized and where Manichean positions prevail, I believe that this work between different publishers in connection with governments, the civil and private world allows us to collaborate in achieving meeting points through books; this is not just a saying, we truly believe that the interdisciplinary and collaborative work seen in the university is a beautiful way to imagine a new way of understanding ourselves as a society to achieve a better life.

EDICIONES UC

They are born under the wing of the Universidad Católica de Chile, with the same universalist principles of the Institution, and with the intention of being a bridge between the knowledge produced by the Academia and society. A publishing house that has been part of the historical processes of the country and now appears as a label in which national and international writers trust, as well as the most prestigious universities in the world. With the objective of continuing to expand and contribute to the democratization of knowledge and culture, today they play the role of being the main university publishing house in Chile.



ISBN 978-956-1427-76-1



**NUTRICIÓN EN ENFERMEDADES CRÓNICAS DE LA NIÑEZ
Y ADOLESCENCIA (NUTRITION IN CHRONIC DISEASES DURING
CHILDHOOD AND ADOLESCENCE)**

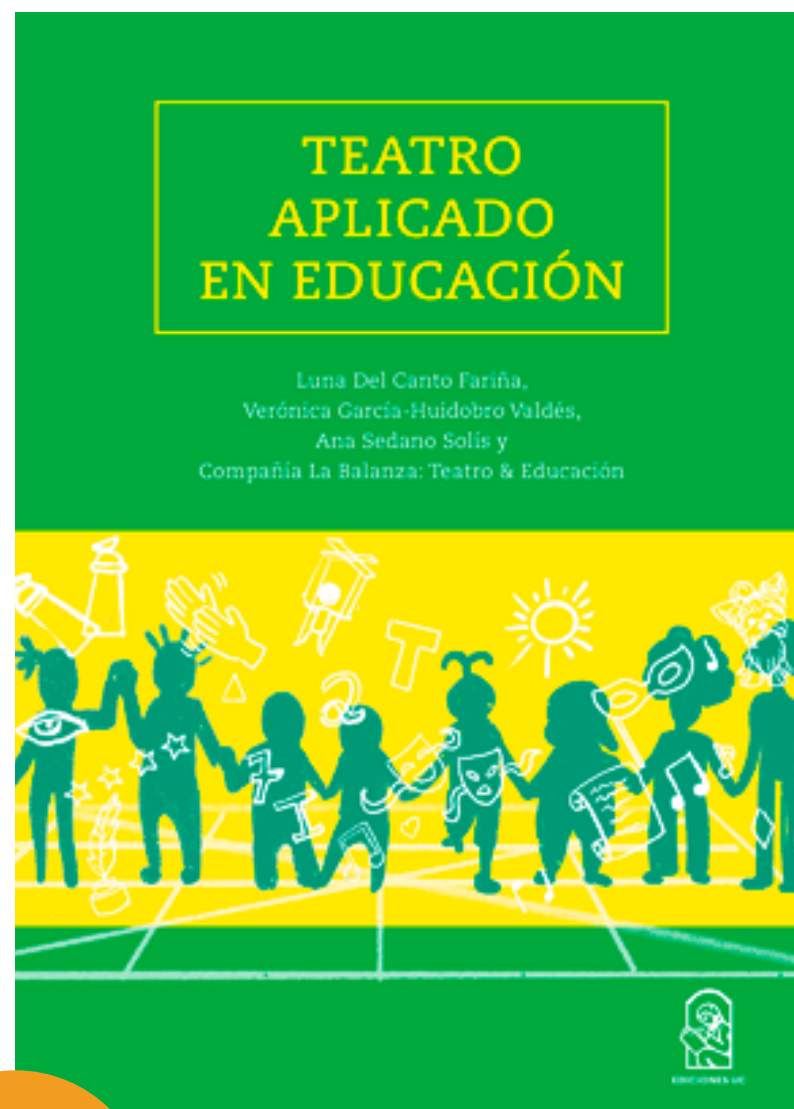
Authors. Salesa Barja Yáñez, Gigliola Alberti Reus, Catalina Le Roy Olivos

Genre. Informational Nonfiction

531 pages / Year 2021

A text that represents an excellent scholar work, carried out with great precision, care, and perspective of the future, that will be valued by the medical community and the different health-related areas to which this work is aimed. Thought as a helpful tool for health practitioners and as a reference text for both undergraduate and postgraduate students, it integrates clinical medical experience, applied to better nutrition in children and adolescents with chronic diseases.

ISBN 978-956-1427-94-5



**TEATRO APLICADO EN EDUCACIÓN
(THEATER APPLIED IN EDUCATION)**

Authors. Verónica García-Huidobro, Luna Del Canto, Ana Sedano, Compañía La Balanza: Teatro&Educación

Genre. Informational Nonfiction

400 pages / Year 2021

A pioneer publication in Chile and Latin America that, through the pedagogical-theatrical experiences of its several professional paths, it underlines the multiple artistic forms and scenic expressions that relate theater with education. This text offers a panoramic point of view on Applied Theater, positioning and validating its contributions as an interdisciplinary research field within the Theatrical Studies.

ISBN 978-956-1428-41-6



**DEL LABORATORIO AL MERCADO
(FROM LABORATORY TO MARKET)**

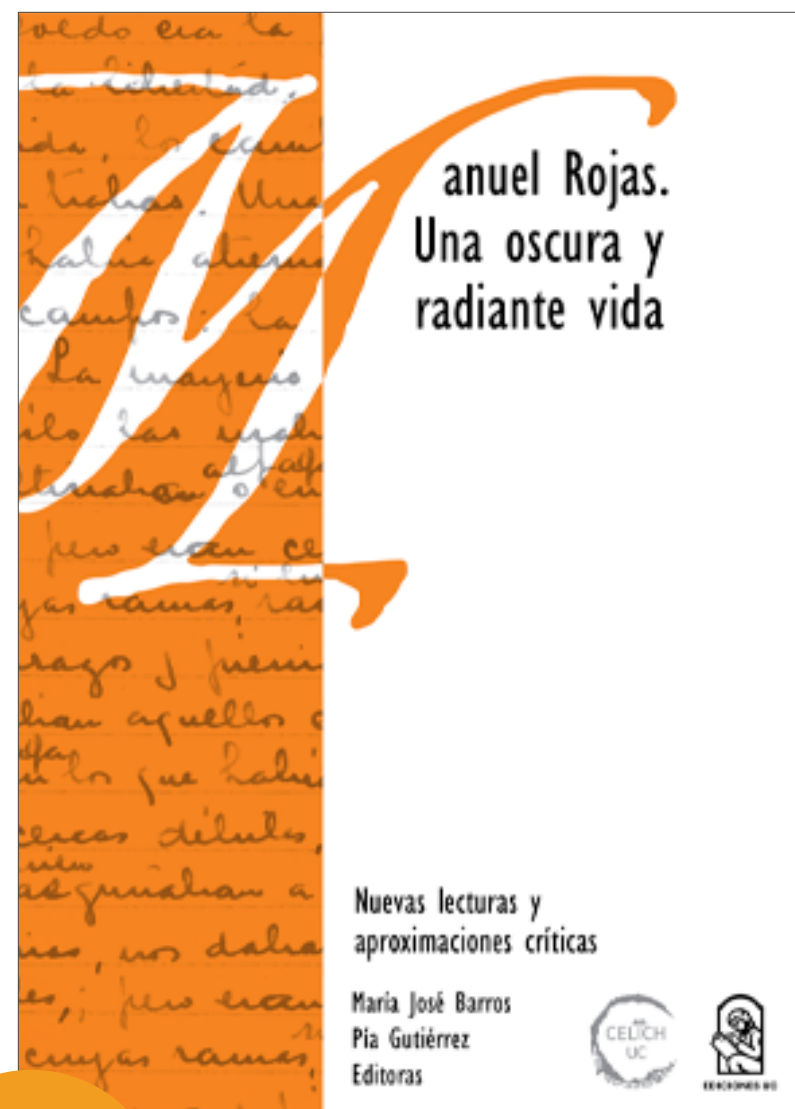
Author. Álvaro Ossa Daruich

Genre. Informational Nonfiction

238 pages / Year 2021

From the laboratory to the market intends to be an assistance for all of those who want the results of their investigations to become in goods or services with an impact on the quality of life of people through their transfer to companies or institutions, or through the creation of entrepreneurship with a technological basis. Written in a simple and direct language, and through the examination of successful cases, this book will become an essential material for students, researchers, entrepreneurs, and technological agents in universities and research centers involved in the transfer process of innovations that are born in the academic world.

ISBN 978-956-1427-43-3



**MANUEL ROJAS: UNA OSCURA Y RADIANTE VIDA
(MANUEL ROJAS: A DARK AND RADIANT LIFE)**

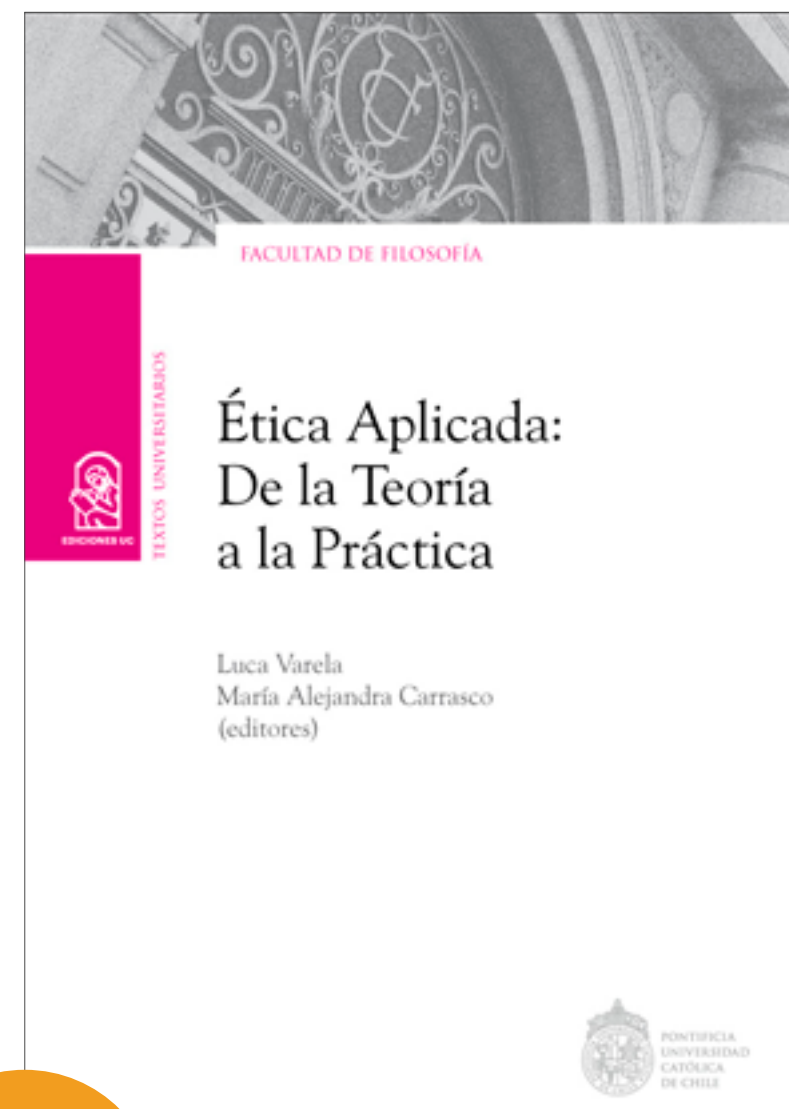
Authors. María José Barros and Pía Gutiérrez

Genre. Essay - Nonfiction

318 pages / Year 2021

Through eighteen essays on the work of Manuel Rojas, written by a new generation of readers with original and novel critical approaches, this book questions the image of Rojas, drawing it out of its “infantilized” profile. The trade of the writer and the reading scenes, the representation of spaces and walking, the dialogue with other artistic disciplines and cultural material, the positions on gender and class, are the central themes that articulate the texts in this volume and that invite us to revisit the work of this author, paying attention to his most emblematic narrations, but also to those less-known texts that are linked to referential genres, poetry, theater, and music. Thought for a broad and diverse audience.

ISBN 978-956-1427-79-2



**ÉTICA APLICADA: DE LA TEORÍA A LA PRÁCTICA
(HANDBOOK OF APPLIED ETHICS: FROM THEORY TO PRACTICE)**

Authors. Luca Valera and María Alejandra Carrasco

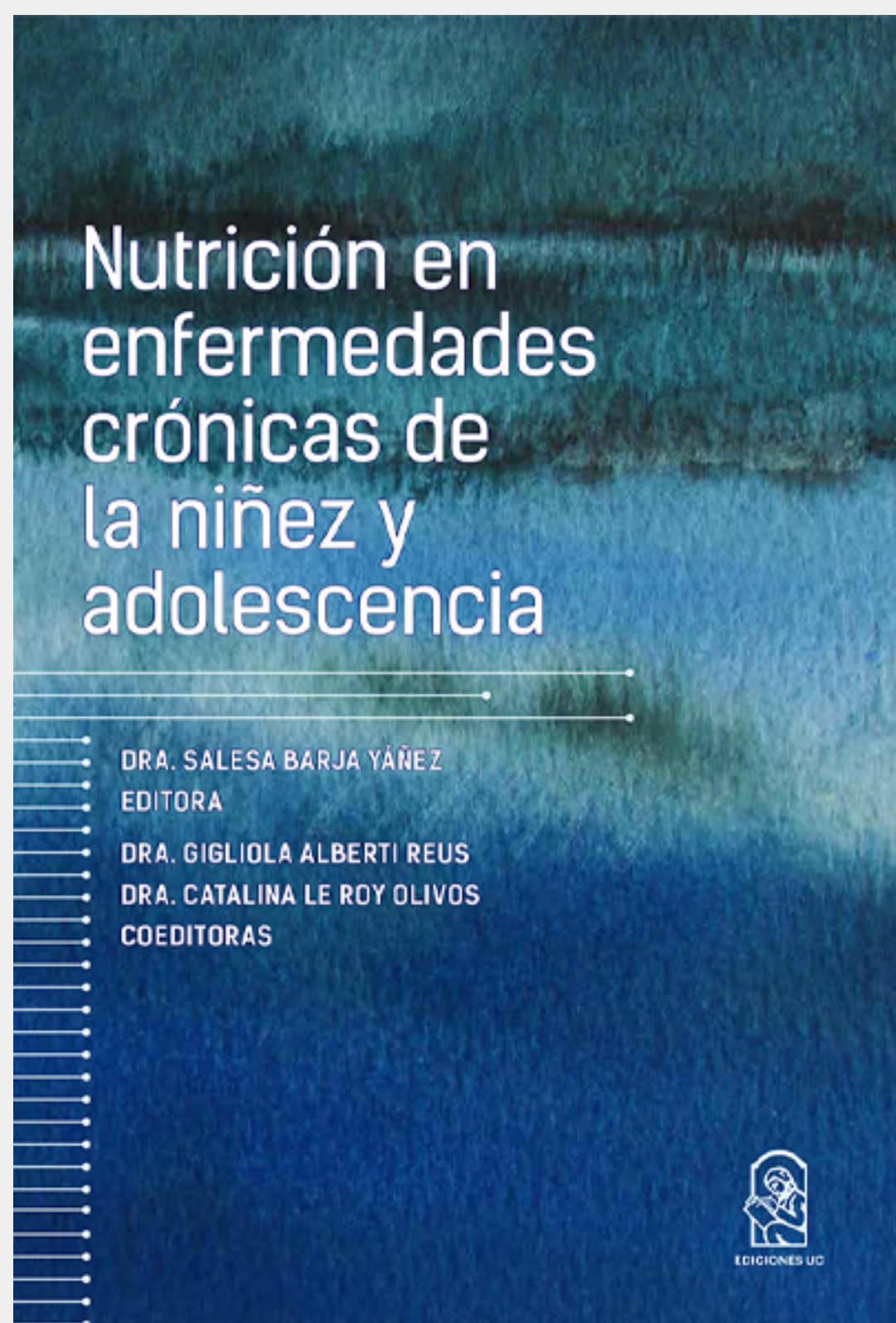
Genre. Informational Nonfiction

202 pages / Year 2021

Ethics are not arbitrary. It is a rational discipline with universal truths, but that is applied in several ways within the different areas of endeavor. How do I correctly make judgments in the specific areas of my profession? This book introduces basic notions to learn to apply ethics to the multiplicity of practical contexts, explaining the factors that intervene in the deliberation, revealing the moral intuitions that are found in the origin of the main ethical systems, and proposes a method to conduct well-founded judgements. All of this is presented in a series of short, self-contained chapters, swiftly written, with actual examples and exercises that help to better understand. Like every practical science, ethics are learned by doing.



EXERCEPTS



NUTRICIÓN EN ENFERMEDADES
CRÓNICAS DE LA NIÑEZ
Y ADOLESCENCIA
(NUTRITION IN CHRONIC DISEASES
DURING CHILDHOOD
AND ADOLESCENCE)

Authors. Salesa Barja Yáñez,
Gigliola Alberti Reus
and Catalina Le Roy Olivos
Genre. Informational Nonfiction
531 pages
Year 2021

ISBN 978-956-1427-76-1

With this book we hope to offer the community a perspective on the nutritional problems that come with the different chronic illness during childhood and adolescence, and the main aspects of their treatment. It has been written mainly by physicians specialized in pediatric nutrition and other health workers with whom we have had interdisciplinary work.

Nutrition constitutes a medical specialty that is functional or transversal to all the other disciplines, which are mostly centered on organs or systems; this way, even as each chapter is focused on a specific disease, it is possible to identify a unifying thread that reflects a comprehensive vision and knowledge on this discipline. Pediatric nutrition has recently been recognized in Chile as a pediatric subspecialty by the Corporación Nacional Autónoma de Certificación de Especialidades Médicas (CONACEM), in the year 2020. This accomplishment has its origins in the clinical heritage developed in the last thirty years by a group of Chilean pediatric physicians, with the goal of delivering a better nutritional support, within and outside the hospitals, to children with diseases worsened in an increasing rate. These professionals were preceded by those who were able to defeat undernutrition and its consequences. Nowadays, the obesity and malnutrition that go with chronic diseases are the challenges that nutritionists are facing, some of which we wanted to address in this book.

In each chapter it is possible to identify the quick growth rate of this discipline in response to the increasement of the survival rate of children with complex health issues that require a comprehensive nutritional knowledge to optimize their growth and development. The current challenges are specific nutritional deficits, metabolic and body composition disorders, whose improvement will allow our patients to enter their adulthood with better health and better quality of life.

The interdisciplinary approach to patients with chronic diseases is a need, in which adequate and timely nutrition plays a key role in reducing short-term morbidity, strengthening a better evolution of the base disease and reducing future complications. To achieve these objectives, we emphasize the great importance of collective work with other health workers, which allows us to strengthen and better achieve the objectives of each area of treatment.

In this process, the patient, their family, their parents and caretakers form the center and are fundamental components for the better evolution and wellbeing of the patients, being aware that, in many cases, these pathologies do not have definitive cure. We count on them to be on the side of the patients individually and dynamically, and to help them, we have developed a brief section of recommendations at the end of each chapter, in which each author thought in the contents that they would like to communicate to parents in the field of the pathology around which they wrote their chapter.

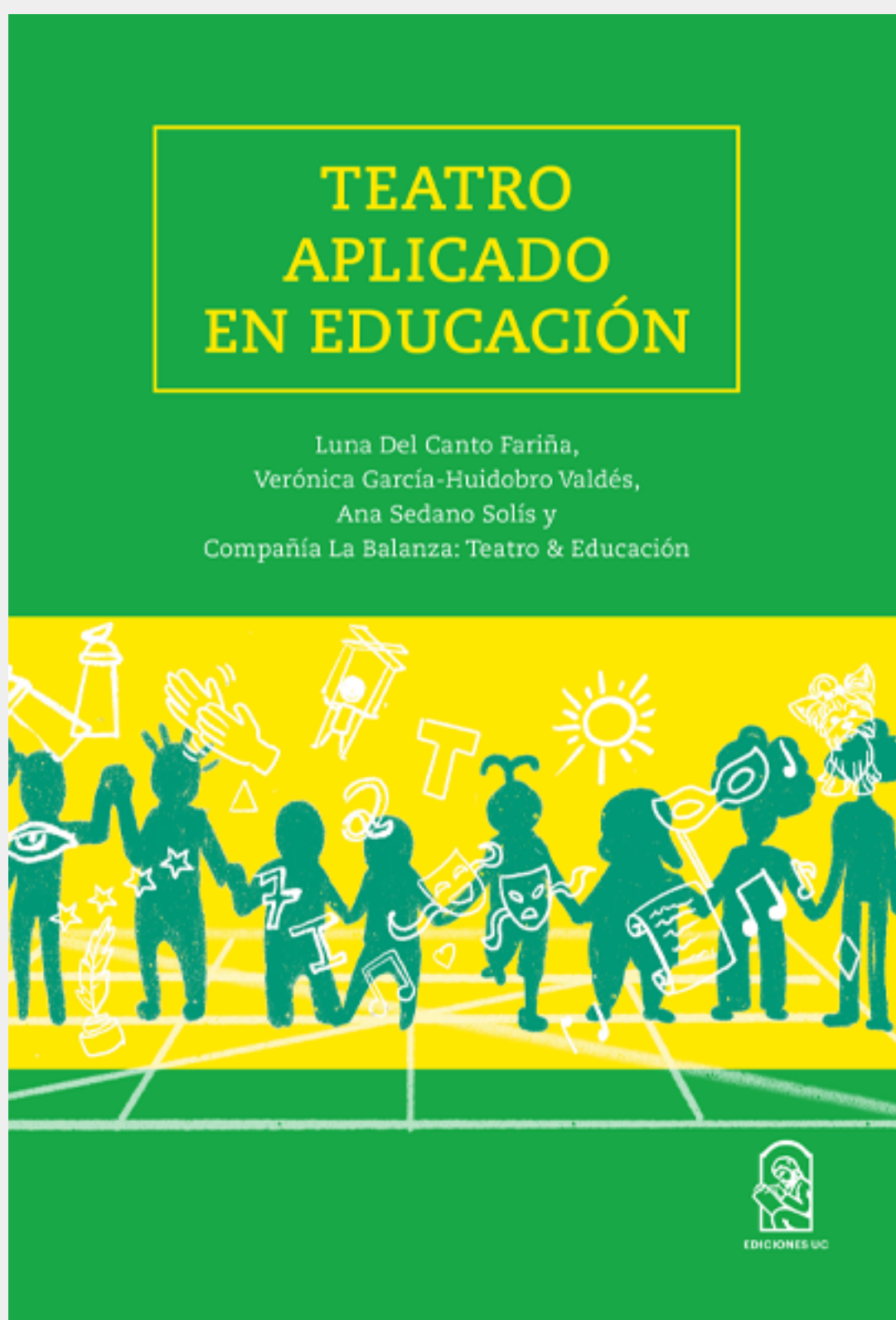
We wish to thank every author, coming from different hospitals, clinics, and universities from our country and abroad, whose generous participation has been a great contribution. Without exception, they have shared with us their clinic and scholar experience, so this book may be useful for health teams, students, physicians, pediatricians, and other professionals and, in particular, so it may contribute to a better treatment for the girls, boys, adolescents, and their families, to whom we dedicate this book.

Dra. Salesa Barja Y.

Dra. Gigliola Alberti R.

Dra. Catalina Le Roy O.

Editors.



TEATRO APLICADO EN EDUCACIÓN (THEATER APPLIED IN EDUCATION)

Authors. Verónica García-Huidobro,
Luna Del Canto, Ana Sedano y
Compañía La Balanza: Teatro&Educación
Genre. Informational Nonfiction
400 pages
Year 2021
ISBN 978-956-1427-94-5

I celebrate and am very happy to write a few words about this fundamental book, done by colleagues that have given a sense of life to the necessity to broaden the range of theater, in pursuit of contribute to the formation and construction of identity of our citizens.

In a context where the texts related to the scenic arts are scarce, even more when it comes to theater applied to education, this pioneering book appears as a great contribution from and for our area but, above all, I would like to stress that it comes from our own territory, based on practices that are related to our national scenic-educational reality, establishing a strong Chilean authorship, that reveals its worth and implication in the evolution and transformation of our formative programs.

The outstanding construction of this text is testimony of the great trajectory that their authors and collaborators have gone through, which arises from the theory and practice of theatrical pedagogy, the active methodology they have elaborated, developed and imprinted during almost three decades, both nation-wide and abroad, through books, schools, workshops, classes, certification programs, and mises en scene of Compañía La Balanza: Teatro & Educación.

Theater applied to education delivers concepts and tools that allow a necessary educational development in our country, as it elaborates and concretizes essential didactics and methodologies, both for the understanding of its cognitive, affective and social goals, and for its concision at the multiple educational places and spaces for which it is aimed. Without any doubt, this is an unprecedented text that is fundamental for the implementation of a practice

that socializes the scenic arts by widening the ways and perspectives of a social formation by installing the action of emotions, bodies, and sensibilities on the construction of a knowledge.

It establishes in a conclusive way the manner in which the art of theater, in connection with education, allows an unexpected individual and social growth, significantly broadening other edges of the scenic arts in pursuit of a global transversality. Its elaborate coherence and basis really stand out, as well as its clear structure of the diverse plannings and exercises that go through it in agreement with the different educational levels.

The book breathes and gives an account of the huge theoretical and experiential research that was done to bring it to life, which underpins its uniqueness and soundness. Its didactic on its own, it introduces us to concepts and principles of applied theater that are structured and broken down in a sequential and analogue manner in a scheme that refers to the style of “comparative studies”, where their transdisciplinary approach, along with its intersections and variables, induces us to adopt other perspectives on how multidimensional our social amalgams are.

This present publication delivers every tool needed for the understanding and implementation of applied theater, its theoretical and practical marks, with clarifying and precise definitions, structuring alternately macro and micro aspects. Its legibility introduces us in a visible way to the objectives and resonances of this knowledge, only to contextualize it through plannings and acts of pedagogical creativity and motivation, with diagrams and charts, describing in a clear and applicable manner the didactic exercises developed for each level.

We immerse ourselves in this text through an inductive reading that erects itself as a visible architecture, allowing us to discover how the principles of the scenic alphabet can be seized and integrated into education. Its construction grants access to the subject without the need for 'specialized' knowledge of the topic in question. The structure of the book acts as a guide throughout its chapters, addressing a wide range of audiences and strata for its implementation in a variety of educational and communal settings.

The latter allows the notions delivered by this book to contain a great multiplying effect on themselves, turning it into a acting book of an expansive character, where first we have the readers, theatrical educators, teachers, instructors and actors that will use it to apply it in their educative or formative actions in the different instances of the educative process, and then we have the students that will perform said practices, amplifying by this, in a quantitative way, the receiver audience and the multiplying effect.

In an analogy for its inherent theatricality, this is a book that entails the principle of its mise en scene, a creational writing, in which the didactic designs written by the ten collaborators that were convened for this publication are the basis that will trigger new exercises that will respond to the diversity of theater and its pedagogy and that will be broadened, strengthening the personal and group developing of the educative and theatrical community.

Given, at the same time, that contemporary tendencies are moving forward cognition through art, we find ourselves having a contemporary text that will be of service for our educational instances and needs. Thence its elaborated and coherent construction is a material that has been awaited with

urgency by all those who will seize it and discover in these didactic designs a guide to integrate them in the classroom and other social instances as well. The concepts related to the field of studies of theater applied to education are a knowledge in evolution, of a great contemporaneity, in which the languages of the scenic arts unfold their transversality in function of the objectives of education, delivering cognitive, didactic, and social developing tools, and delivering a huge methodology for a scenic approach to class subjects, so students and teachers may be able to seize once again the knowledge of mankind.

Traditionally, the construction of artistic languages has been considered to be for the exclusive use of the professionals of a discipline. This book goes beyond these limits to become part of the community, not in a haphazard manner but with the same feeling of experiencing the creation in the formation of our citizens, triggering a collective sense of belonging that enhances our participation in the continuous construction of our identity.

The extensive bibliography that it offers quotes the main specialists in the subject, spanning through the great and diverse majority of the authors that write about the addressed themes, motivating the reader to expand their limits and keep on navigating across the huge sea of theatricality. I consider the decision of Ediciones UC very appropriate.

We celebrate this publication, its authors and collaborators, for this great contribution to our good living in the 21st Century.

Ramón Griffero Sánchez

Santiago de Chile, November, 2020.



**DEL LABORATORIO AL MERCADO
(FROM LABORATORY TO MARKET)**

Author. Álvaro Ossa Daruich
Genre. Informational Nonfiction
238 pages
Year 2021
ISBN 978-956-1428-41-6

The Pacific Coast is known to be a highly seismic area. For years, and in many countries, it has been studied how to face this natural phenomenon in the most adequate way to minimize the effects of earthquakes. In the last decades, Chilean researchers have developed worldwide-class technology that has been able to avoid the destruction of important infrastructure and, also, save lives. To be able to make this and other processes easier, as they implicate to take science from the laboratories and the classrooms to the market, transforming them into products and services that improve the quality of life of people, was the main motivation that took me to work in the world of technology transfer.

This publication arises from the need to count with literature in Spanish that supports the process of technology management. Although it is true that there are some books and articles on the subject, most of them are found in English and are based on Anglo-Saxon experiences that are far from the experience and context of Latin American countries. The management of technology transfer varies from region to region and, consequently, it is very important to understand the context and the cultural surroundings in which it is being carried out, to be able to do it in an adequate manner. All of this encouraged me to begin a process of systematization for diverse international, regional and local experiences, which is embodied in this book.

“Del laboratorio al mercado” is divided in eight chapters that tackle the several stages of the process of technology transfer. Each chapter can be examined individually, and they can also be read in a different order. The first chapter is an introduction to technology transference. It includes several successful cases and the experience of the United States, Europe, and Latin

America. The second chapter explains what commercial validation of a product is and how it is done. The third chapter addresses the key aspects of intellectual property, their distinctions, and mechanisms for protection, including the regulations and international agreements and the experience in the region, particularly in Chile. The fourth chapter narrates the process of commercialization of technology, the types of contracts, and the mechanisms of negotiation most often used. The fifth chapter addresses the topic of science-based business ventures, their characteristics, and conditions for their creation. As for the sixth chapter, it examines the funding alternatives according to the different stages of a technology development and proposes a redefinition of the 3F model. The seventh chapter revolves around the technology transfer management process, proposes two portfolio management models, and explains the concept of technology marketing. Finally, the eighth chapter talks about the offices of technology transfer, their roles and functions, and their performance measurements, and proposes the six golden rules for success in a Latin American technology transfer office.

This book showcases some very well-known successful cases of technology that have been developed in laboratories and university classrooms and that were able to reach the market to solve concrete problems, such as the isotonic beverage Gatorade, created in the late 1960s at the University of Florida, in the United States, or the cherry tomato variety, which was enhanced by two scientists from the Hebrew University of Jerusalem, who managed to create a sweeter and juicy fruit.

But, in addition to these emblematic cases, Del laboratorio al mercado tells other tales, closer to us, that have arisen in the last years and that are examples that it is possible to have technology transfer

in Latin America. This is the case of the antiseismic devices created by the Pontificia Universidad Católica de Chile; the alternative therapy for the orphan disease known as Morquio A syndrome, developed by researchers from the Pontificia Universidad Javeriana de Colombia; of a desalination system of sea water, or an innovative kind of net that grants greater effectiveness when controlling the damage occasioned by the sun on the fruits, both creations that saw their origins at Universidad de Concepción; of a water purification system developed by the INPA in Brazil. It also highlights the cases of a new method for assisted fertilization, an invention that comes from the laboratories of the Universidad de la Frontera; of a diagnosis system for bovine tuberculosis that was developed by scientists at the Universidad Austral de Chile, or of a diagnosis test for thyroid cancer created by researchers at the Pontificia Universidad Católica de Chile. These are successful examples of technology transfer coming from Latin America that are solving problems in different parts of the world.

In order for all of this to happen, it is fundamental to promote the “triple helix” of innovation, through the articulation of the academy, the State and the private sector. The role of the State must be permanent and in a long term. It is often erroneously believed that companies are the only ones that innovate, and the private sector is the fundamental link in the innovative ecosystem. The truth is that every sector has its mission, and only their joint and articulated cooperation will allow us to see results at medium and large scales.

One of the aspects that is mentioned in this book is that when you have public policies that are focused around scientific and technology development, there is a fundamental link in the chain that is often postponed: the technology transfer management. When one is aiming to go forward with

decision and promote science-based innovation, it is necessary to professionalize the management of the commercialization of technology, establishing processes, creating incentives, educating people, and developing the necessary abilities so all of this may happen. This book is a guide to achieve that professionalization and management.

Del laboratorio al mercado is directed to diverse audiences, among them, technology managers and university authorities, who are in charge of enabling the company-academy linking process; PhD students and researchers that want to venture into the world of science-based innovation; scientific entrepreneurs interested in developing and making their business take off; decision-makers in the science and technology area, with the purpose of helping them understand better the technology transfer; and, in general, everyone who is interested in science-based innovation as a propeller for local and global development.

The final intention of those of us who work in this area is to get Latin America out of the trap of the middle-income countries, with economies fundamentally based on the exploitation of natural resources, transforming the region into a developed economy, focused on education, creativity, innovation, science and technology.

I sincerely hope that this book may help to multiply the passion that moves us, allowing that more actors may join this wager to think a future in which sciences and innovation may be protagonists and help to improve the quality of life of the people.

Álvaro Ossa, author

Director of Transferencia y Desarrollo UC



MANUEL ROJAS:
UNA OSCURA Y RADIANTE VIDA
(MANUEL ROJAS:
A DARK AND RADIANT LIFE)

Authors. María José Barros
and Pía Gutiérrez
Genre. Nonfiction - Essay
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The 120th anniversary of the birth of Manuel Rojas (1896-1973) was celebrated with an itinerant exhibition that traveled through different cities in Chile and Argentina between the years 2016 and 2017. Manuel Rojas: una oscura y radiante vida was the name of this display that intended to position once more the literary legacy of Rojas among a wide and diverse community of readers, which was also complemented by a series of conferences in which some of the authors collected in this book participated. To this event, organized by the Fundación Manuel Rojas and to which we had the opportunity to assist, we must add the inventory of the archive of the writer that we carry through in the year 2017 along with the Centro de Estudios de Literatura Chilena (CELICH) of the Pontificia Universidad Católica de Chile.

Both the exhibition and the inventory account for the context in which this book appears, a collaborative and self-financed project that intends to offer new lines of interpretation and critical approximation to the work of a fundamental writer for the Chilean literature of the twentieth century, whom, for one reason or another, we have been besieging from our different areas of research and interest.

Beyond the canonical place that Rojas holds in our literary tradition, and the transformation of some of his texts into indispensable school readings, our purpose as editors was to gather a new generation of Rojarian readers interested in questioning his literature from other theoretical frameworks, interests, and contexts. The trade of the writer and the scenes of readers; the representation of spaces and walking; the dialogue with other artistic disciplines and the material culture; the ideological genre and class alignments, are the axis that articulate the

texts collected in this volume, which invite us to revisit the works of Rojas attending to his most emblematic narrations, but also to those less known, read or studied texts, and that are linked to the referential genres, poetry, theater and music.

According to this, we believe that this publication coincides with the productions that have been carried out in the last years around Rojas' literature coming from the world of the cinema, theater, music and graphic novels, which are a testimony of a process of creative appropriation that consider other formats and new audiences. At the same time, we cannot avoid mentioning the book Manuel Rojas. Estudios críticos (2005) —published by Naín Nómez and Emmanuel Tornés— as a precedent of the work that we are here offering.

Even though most part of the authors collected in this book work in the university area, we did not want this to be a publication for academics. We are interested in sharing these readings with an open and heterogeneous audience, highlighting at the same time that these texts have been written by readers of Rojas and not necessarily specialists on his work. For many of us, Rojia literature works as a bedside book from which we think on the tension between writing and politics, representation and subordination, fiction and autobiography, archive, and cultural field, among others. Hence the relevance of Manuel Rojas and our interest in disseminating critical approaches that, in our opinion, broaden, question and resignify the image of Rojia literature, which has been so many times simplified or neutralized. In addition, we have tried to incorporate data and notes that would allow the reader to easily find the references and sources that feed these texts, with the hope of generating new dialogues and interpretations in the future.

On the other hand, prior to the opening to the public of the Archivo Manuel Rojas, and as a preview of its open policies, we have wanted to include in this book some of the material written by the author. The review of approximately 1,200 documents has enabled us to rediscover other faces of Rojas beyond his condition as a narrator, through which one tends to access his project as a writer. Press articles, pedagogic materials, songs, dramatic texts, reviews, manuscripts of short stories and novels, radio scripts, unpublished material, publishing contracts and letters, among others, are the documents that are part of this archive and expand, diversify and enable a more complex reading both of the biographical account as of the literary heritage of Manuel Rojas, and that will soon be available to the audience through a website, as part of the arrangement between CELICH UC, Biblioteca de Humanidades UC and Manuel Rojas' Estate.

We would not want to end this brief presentation without extending our gratitude to the Fundación Manuel Rojas and its president Jorge Guerra for their permanent support and collaboration during the process of preparation for this book. Also, to the Sucesión Manuel Rojas, and specially to Daniel Muñoz and Paz Rojas for opening the doors of their home and allowing us to make a copy of some of the documents of their archive. Last but not least, we thank Macarena Areco, director of CELICH UC, for trusting in our work and making possible the publishing of this volume.

María José Barros
Pía Gutiérrez
Editors



ÉTICA APLICADA:
DE LA TEORÍA A LA PRÁCTICA
(HANDBOOK OF APPLIED ETHICS:
FROM THEORY TO PRACTICE)

Authors. Luca Valera
and María Alejandra Carrasco
Genre. Informational Nonfiction
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PROLOGUE
CENTRALITY OF ETHICS FOR PROFESSIONS.

Teaching ethics is fundamental in our times. A time that invites us to face the great challenges of emerging technologies, of artificial intelligence, of robotics, and of genetic engineering. A time that presents accelerated changes, at a lifestyle, cultural, and ecological level –we do not need to look further than the climate change or the pandemics - and that calls us to constantly reconsider our ways of living. We are living in times that allow us to have great desires –the wish for a happiness that everyone may reach, of a wellbeing at hand, etc. – and that demand solidarity, equality and justice at the same time. For these reasons, ethics is a central topic in our era.

Having said that, to be able to really face these challenges, ethics must be embodied in reality, in dialogue with the everyday life of each of us, having the courage to understand, analyze, and criticize the concrete praxis. We have heard so many times that the ethical discourse is a beautiful declaration of intent, made of nice words –such as goodness, justice, virtue, conscience, responsibility - but that in the end is totally useless because it is completely isolated from reality.

In this sense, it could seem that ethics is an inconclusive discourse of words that are grandiloquent but void of sense. –What is goodness? – and that is not able to offer practical solutions to the problems it presents. This dichotomy between a nice discourse and the need for practical solutions may be summarized in the famous Latin adage Dum Romae consulitur,

Saguntum expugnatur (While Rome is discussing, Sagunto is being seized).

It is from this point that the challenge that this book accepts arises: to make ethic “applied”, this means, able to enter into a fruitful dialogue with praxis, especially in the era of the new technologies. An interdisciplinary work, in short. To make this possible, the expert in ethics must understand the technical dynamics of the actions they want to evaluate, as ethics is a reflection on all of our actions, and enter the bowels of the different professions. A job that is by no means simple, by the way, but is absolutely necessary: we want to know if we are doing our job well, with justice and responsibility, or if we are neglecting it, prejudicing ourselves and the others.

We need this reflection because we are humans and the human being always tends to its realization and satisfaction in every aspect of their life, including their job. This aspect -which often covers a great part of the day and life of many people - cannot be alien, then, to a reflection about good and evil, about what makes us closer to our self-fulfillment and what moves us away from it. There, ethics have an important saying. Ethics can guide our decisions with their reflections, words and instructions, also in the professional aspect. Questions such as Is it fair to build a bridge in this territory? or Is it correct to pay this salary to this employee?, or Is it right to genetically modify this seed?, can only find their answer in the domains of the ethics. Technique, the elements that we must know as professionals in a certain area and that help us to perform our job correctly, cannot offer answers to the questions I just mentioned. For that reason, if we want to approach these questions, we must get necessarily involved with the vocabulary of reasoning proper to ethics.

The difficulty –as well as one of the most ferocious critiques that have been raised against ethical

reflections - is that this reasoning seems to be arbitrary. Facing questions such as 'Is it right to deforest these woods to build apartments?', it would seem that the best answer –and the most politically correct - would always be 'it depends'. Depends on your interests, your values, of culture, of your sensibility, of the laws... But in the end, there would not be a correct answer. Ethics do not seem to deliver clear or definite answers. In the end, in this matter, each one does what they want and according to what they feel.

I allow myself to state that an answer of this kind shows a great need to have a learning on ethics. Ethics, as a matter of fact, have a method of their own that one must study and learn, and that is not arbitrary, but employs a different logic than the one applied by the “scientific method”. However, the fact that it is different does not mean that it must be discarded. Simply, one must learn to reason, because that is what ethics is about, in a certain way, always aiming towards conclusions that are reasonable and universal, that is, understandable and applicable for everyone. In this text, one learns this method, which is born from an adequate consideration of human action. For this reason, once the main models of ethical evaluation are presented, those that have been more 'successful' in the history of ethical thinking, in Part I, the authors present us the different elements that constitute an action and must be considered when making a moral evaluation (Part III), preceded by a reflection on the relationship between ethics and professions (Part II). Finally, and precisely to avoid the critique about the hollow beautiful discourse, alien to reality, and removed from the future professions that students will undertake, they present the design for a methodology of evaluation for the cases, to accompany the future professional in the ethical judgment (Part IV).

This way one may understand why this is a book about “applied” ethics. The reflections present in this

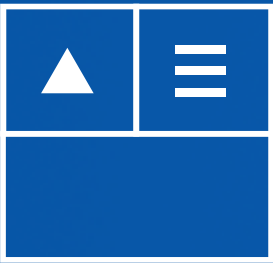
text intend to engage in constant dialogue with the reality of professional praxis: this is noticeable in the structure of the text as in the concrete examples that are constantly accompanying the reader to delve into the fundamental elements of the ethics. It is applied ethics because it answers to concrete problems, attempting to direct the professional towards goodness. It is applied because it is interdisciplinary, that is, it establishes a dialogue with other disciplines that may seem very distant from one another. It is applied, because it tries to condensate the complexity of life and human praxis and to offer concrete answers that are equally complex, considering every factor and level implicated in them.

Thus, we return to the initial point of this prologue. It is necessary to have an ethical reflection such as the one offered by this book, as the human being needs to know if it is doing good here and now, hic et nunc. This book delivers some educative guidelines that will allow the reader to get initiated in the world of applied ethics with accuracy and knowledge; and they will allow them, at the same time, to realize that, only when the technical knowledge of the vanguard is accompanied by a rigorous ethical knowledge, this knowledge is the most appropriate to our humanity. This is, the one that makes us humans.

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Rector

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