



Su inteligencia administrativa vía internet. **(Spanish Edition)**

Jaime Fernando Rodríguez Rocha

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En el siglo de la información es fundamental entender lo que ésta representa en múltiples escenarios y para muchas personas; en el ámbito empresarial esto es especialmente significativo, pues aquí se utiliza la tecnología como elemento fundamental en el progreso y desarrollo de las organizaciones de cualquier tamaño.

En este libro se presenta de una manera sencilla y clara los conceptos administrativos y contables, vistos desde la perspectiva de la tecnología y el uso de Internet, claves para el funcionamiento organizado y detallado de cada una de las actividades de la empresa, que requiere tener a tiempo los datos necesarios para el buen desempeño de la organización y para poner a punto su competitividad frente al medio que las rodea.

El proceso contable, administrativo y financiero en cualquier sector permite no sólo responder a los requerimientos estatales y legales, sino que es fundamental para que las empresas conozcan su situación real y cuenten con información confiable para la toma de decisiones, lo cual se logra con la buena aplicación de la tecnología y el despliegue de su potencial en el manejo estructurado de los datos.

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