

Bibliografía

- 1.-ZERO-BUDGET MARKETING**, KALBY, K&A PRESS, 1995
- 2.-EL MERCADO SON LAS PERSONAS**, CHIAS, MC GRAW HILL
- 3.-BUSINESS FORECASTING**, JOHN E. HANKE, PRENTICE HALL
- 4.-ADMINISTRACION FINANCIERA**, JAMES VAN HORNE, PRENTICE HALL
- 5.-TELEVISION & RADIO ADMINISTRATION**, STUART W. HYDE, SAN FRANCISCO STATE COLLEGE, HOUGHTON MIFFLIN COMPANY.
- 6.-THE ASSOCIATED PRESS BROADCAST HANDBOOK**, JAMES R HOOD, ASSOCIATED PRESS.
- 7.-ONE MINUTE MANAGER MEETS THE MONKEY, “DON’T TAKE ON A PROBLEM IF THE PROBLEM ISN’T YOURS”**, KENNETH BLANCHARD, WILLIAM MORROW, 105 MADISON AVE, NEW YORK.
- 8.-EL PROCESO DE INVESTIGACION**, CARLOS A. SABINO, ED. LUMEN-HUMANITAS 1996.
- 9.-NEGOCIOS EN LA ERA DIGITAL**, BILL GATES, PLAZA Y JANES EDITORES, BARCELONA ESPAÑA. 1999.
- 10.-CAMBIO DE PARADIGMAS EMPRESARIALES**, DON TAPSCOTT & ART CASTON, ED. PRENTICE HALL, 1995

Notas Hemerográficas:

- 1.- 21 IDEAS FOR THE 21ST CENTURY**, BUSINESS WEEK MAGAZINE AUG,30 1999.
- 2.-MAKING THE MOST OF UNCERTAINTY, in extremely uncertain environments, shapaing strategies may deliever higher return,with lower risk, than the do in less uncertain times., BY HUGH COURTNEY.**
- 3.-WILL THE CORPORATION SURVIVE? Yes, but not as we know it.**THE ECONOMIST Nov, 1 2001.
- 4.-CHANGE WITHOUT PAIN**, ERIC ABRAHAMSON, HARVARD BUSINESS REVIEW July August 2000
- 5.-EL EMPRESARIO DEL SIGLO XXI**, CARLOS LLANO CIFUENTES, REVISTA GESTION DE NEGOCIOS.