

- Appel Baum, Steven H. y Kamal, Tommie. (2000). *An Analysis of the utilization and effectiveness of non-financial incentives in a small business.* Management Development. No. 9, pp. 733-763.
- Barrow, P. (2002). *Cómo Preparar y Poner en Marcha Planes de Negocio (M.Barrera Trans.)* Barcelona: Ediciones Gestión 2000. pp.35-40.
- Burton, E., McBride, W.(1988). *Total business planning: A step by step guide with forms.* U.S.A.: Ronald Press Publication. Pp.2-6.
- Frost, Chris, (1994). *Effective response for Proactive Enterprises: Business Continuity Planning* Disaster Prevention and Management. Vol. 3, No. 1 pp. 7-15.
- Harold A. Records, Alan Olinsky (1998). *Dynamic financial imaging: using multimedia to measure the health of your business.* Industrial Management & Data Systems. Vol. 98, No. 1 pp. 17-22.
- Hormozi, Amir, Sutton, Gail, McMinn, Robert, Lucio, Wendy. (2002). *Business Plans for new or small businesses: Paving the path to success.* Management decision. Vol. 40, No. 8 pp.755-763.
- Jones, Christopher (1995) *Building a customer-focused local authority – in Cristchurch, New Zealand.* Managing Service Quality. Vol. 5 No. 3 pp. 15-19.
- Kinnear, T., Taylor, J.(1998). *Investigación de Mercados.* Lily Solano Arévalo. Colombia.
- Lequitt, Harold J. (14-28 Mayo 2003) *¿Porque las jerarquías Prosperan?. Es muy posible que tu respuesta tenga algo que ver con tu papel en un escalafón de mando.* Expansión. No. 865. pp. 120-128.
- Mazzarol, T. (2003). *A model of small business HR growth management.* International Journal of Entrepreneurial Behavior and research. No. 1 pp. 27 -49.
- Milorad Novicevic, Michael Harvey, Chad Autry, Edward Bond III (2004) *Dual-perspective SWOT: a synthesis of marketing intelligence and planning.* Marketing Intelligence & planning. Vol. 22, No. 1 pp. 84-94.

- Nickerson, Jack, Silverman, Brian (1998). *Intellectual capital management strategy: The foundation of successful new business generation.* Journal of Knowledge Management. Vol. 1 No.4, pp.320-331.
- Nicholson, Nigel (January 2003). *How to motivate your problem people.* Harvard Business Review. No. 81 #1. pp. 57-67.
- Penn, David W., Ang'wa, William, Foster, R., Heydon, G., y Richardson, Susan J. (1998). *Learning In Smaller Organizations.* The learning Organization. No. 3. pp. 128-137.
- Redondo, Iñigo. (20 Agosto 2002). *Micro, Pequeña y Mediana Industria en México.* Expansión. No. 872. pp. 116 - 122.
- Redondo, Iñigo (Agosto – Septiembre 2003). *Aligera tu empresa: La desinversión es el arte de deshacerse de unidades de negocio para competir. Pero es una operación muy delicada.* Expansión. No. 872. pp. 124-130.
- Richard J. Pech, Geoffrey Durden (2003) *Manoeuvre warfare: a new military paradigm for business decision making.* Management Decision Vol. 41 No. 2 pp. 168-179.
- Robbins,S.,De Cenzo, D.(1996) *Fundamentos de Administración.* Prentice Hall. Estado de México.
- Rodríguez, Valencia J. (1996). *Como administrar pequeñas y medianas empresas.* International Thomson Editores. 4ª. Edición. Pp.135-260.
- Salazar Leytte, J. (1999). *Como iniciar una pequeña empresa.* Continental. 2da Edición. Pp. 9-15.
- Sayed M. Elsayed-Elkhouly, Harold Lazarus, Volville Forsythe (1997). *Why is a third of your time wasted in meetings?.* Journal of Management Development. Vol. 16, No. 9 pp. 672 -676.
- Sushil K. Sharma, Jatinder N.D. Gupta (2002). *Application service providers: issues and challenges.* Logistics Information Management. Vol. 15, No. 3 pp. 160-169.