



BIBLIOGRAFÍA

1. AMRAM, Martha. "Value Sweep: Mapping Corporate Growth Opportunities" 1st. Edition. 2002. Harvard Business School Press.
2. BEAN, James. "Engineering Global E-Commerce Sites". International Edition. 2003. Morgan Kaufman Publishers.
3. BOER, F. Peter. "Technology Valuation Solutions" International Edition. 2004. John Wiley & Sons.
4. CASTELLS, Manuel. "The Internet Galaxy, Reflections on the Internet business and society". 1st Edition. 2001. Oxford University Press. Great Britain.
5. COHEN, Eric E. "Accountants Guide to the Internet". 2nd Edition. 2000. John Wiley & Sons. U.S.A.
6. DAN, Remenyi. "IT Investment: Making a Business Case". 1st Edition. 1999. Butterworth-Heinemann. Great Britain.
7. DAYANANDA, IRONS, HARRISON, HERBOHN & ROWLAND. "Capital Budgeting: Financial Appraisal of Investment Projects". 1st. Edition. 2002. Cambridge University Press. Great Britain.
8. FREELAND, John G. "The Ultimate CRM Handbook: Strategies and Concepts for Building Enduring Customer Loyalty and Profitability". International Edition. 2003. McGraw-Hill.
9. HAIG, Matt. "The B2B E-commerce Handbook: how to transform your Business-to-Business Global Marketing Strategy". International Edition. 2001 Kogan Pages.
10. HART-DAVIS, Guy. "Internet Piracy Exposed". International Edition. 2001. Sybex.
11. HOUSEL, SKOPEC. "Global Telecommunications Revolution, The business perspective". International Edition. 2001. McGraw Hill.
12. KUBR, Milan. "La Consultoría de Empresas, Guía para la Profesión". Tercera Edición. 2002. Editorial LIMUSA. México.



13. LIENTZ & REA. "One Time Technology Implementation (How to Achieve Implementation Success with Limited Time and Resources". International Edition. 2000. Academic Press.
14. LOSHIN & VACCA, "What is electronic commerce". 4th Edition. 2004. Charles River Media. Internacional Edition.
15. MALHOTRA, Narres K. "Marketing Research: An applied orientation" 3rd. Edition. 1999. Pearson Education. U.S.A.
16. McLUHAN, Marshall. "The Gutenberg Galaxy". 1st Edition. 1962. Toronto University Press. Canada.
17. MOYER, McGUIGAN & KRETLOW. "Contemporary Financial Management". 8th Edition. 2001. South Western Thompson Learning. United States of America.
18. NIELSEN, Jakob. "Designing Web Usability". 1st. Edition. 2000. New Riders Publishing, Indianapolis. U.S.A.
19. POWELL, Thomas A. "Diseño de sitios Web, Manual de referencia". Primera Edición. 2001. McGraw Hill. España.
20. POWER, J. D. "Inside the Minds: The Automotive Industry: Industry Executives from Ford, Honda and More on the Future of the Automotive Industry and Professions". International Edition. 2002. Aspatore Books.
21. REYNOLDS, Janice. "The Complete E-commerce Book: Design, Build & Mantain a Successful Web-based Business". International Edition. 2000. CMP Books.
22. RIEGER, Lawrence. "Inside the Minds: Leading Accountants: Accounting CEO's from KPMG, Ernst & Young, BDO Seidman & More on Personal and Professional Success as an Accountant" International Edition. 2001. Aspatore Books.
23. SCHMIDT, Marty J. MBA & PhD. "Fundamentos de Casos de Negocios. Una guía de estructura y contenido". International Edition. 2002. Solution Matrix LTD.
24. SCHMIDT, Marty J. MBA & PhD. "The IT Business Case: Keys to Accuracy and Credibility". International Edition. 2003. Solution Matrix LTD.



25. SCHMIDT, Marty J. MBA & PhD. "What's a Business Case and other Frequently Asked Questions". International Edition. 2003. Solution Matrix LTD.
26. SCHNEIDER, Gary P. "Comercio Electrónico". Tercera Edición. 2004. Thomson. México.
27. SIMON & SHAFFER. "Data Warehousing and Business Intelligence for e-commerce". International Edition. 2001. Morgan Kaufmann Publishers.
28. SINGH & WADDELL. "E-Business Innovation and Change Management". International Edition. 2004. Idea Group Publishing.
29. SPIEGEL, Robert. "Net Strategy: Charting the Digital Course for your Company's Growth: A non-technical exploration of key B-to-B and B-to-C concepts and issues, to help you develop and business plan to exploit the Internet". International Edition. 2000. Dearborn Financial Publishing.
30. SPINELLO, Richard. "Regulating Cyberspace". International Edition. 2002. Quorum.
31. STONE & FOSS. "CRM in Financial Services: A Practical Guide to making Customer Relationship Management work". International Edition. 2002. Kurgan Page.
32. WARKENTIN, Merrill. "Business to Business Electronic Commerce: Challenges and Solutions". International Edition. 2002. Idea Group Publishing.
33. WATTERS, Paul A. "Web Services in Finances". International Edition. 2005. Apress.
34. WOODS & WORD. "SAP NetWeaver for Dummies". International Edition. 2004. John Wiley & Sons.
35. Ley de Comercio Electrónico en México 29 de Mayo de 2000.
36. "Principios de Contabilidad Generalmente Aceptados" Vigésima Edición. Mayo 2004. Instituto Mexicano de Contadores Públicos, A. C. (IMCP).
37. Expansión Num. 91. Año 36. Marzo 9 2005. "Expres". Mariana Delaunay. México.
38. BERNERS-Lee, Tim: <http://www.w3.org/History.html>
39. PERRY, Gail. "Planning for e-business: Don't forget the Financials". 2005. WebCPA: <http://www.webcpa.com/article.cfm?articleid=10649&pg=acctoday>.



-
40. RODRÍGUEZ, Eduardo René A. “Comercio Electrónico: Factores de Éxito y Fracaso” URL: <http://homepage.mac.com/eravila/eCommerceII.pdf>
41. Negocio Electrónico: “Invierta en un Sitio Web de Negocios”. 2000. Learn the Net. Michael Lerner Production.
<http://www.learnthenet.com/spanish/html/81web.htm>.