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# La Empresa Clickeable

**Daniel F McAuley**



## **La Empresa Clickable:**

**La máquina** Stijn Bronzwaer; Joris Kooiman; Merijn Rengers, 2022-11-21 La máquina es la historia fascinante y convulsa de Booking.com. Todo empezó en 1996 cuando un recién graduado de los Países Bajos fundó un sitio de reservas hoteleras en internet. En aquellos años estaba todo por hacer: internet era todavía muy desconocido y lento y el comercio electrónico era casi inexistente. Hoy Booking.com aporta el 90% de la facturación de su empresa matriz americana cotizada en la bolsa de Nueva York y tiene un valor superior a importantes compañías tecnológicas como Netflix o Uber. Una empresa absolutamente desconocida a pesar de ser líder mundial de su mercado y con miles de empleados en todo el mundo hasta que las ayudas que recibió del gobierno neerlandés por la COVID-19 y el despido de empleados la pusieron en el centro de los focos mediáticos y su caso explotó. Tres periodistas de investigación se adentraron durante dos años en la historia de Booking.com a través de testimonios y documentación inédita para construir un relato cuyo hilo conductor son el fundador y los sucesivos CEO de la compañía. Se trata de una historia de ilusión, emprendimiento, poder, dinero, mucho dinero, codicia, sexo, crecimiento vertiginoso, guerra por el talento, empleados motivados o quemados, espionaje y mucho más: todo un reflejo de los cambios que ha experimentado la sociedad a causa del desarrollo de internet desde los años noventa hasta la irrupción de la pandemia.

**Empresa virtual de la idea a la acción** María de los Ángeles Gil Estallo, 2000 La creación de la empresa virtual. Las personas en las organizaciones virtuales. La organización creativa virtual. Decisiones estructurales en la empresa virtual. Valoración de empresas virtuales.

**Sistemas de Información en la empresa** Luis Joyanes, 2015-03-10 Este libro fue escrito como un libro de texto para carreras universitarias y de formación profesional y a la vez como un libro de lectura y consulta pensando en autodidactas y profesionales que desean introducirse en el campo de los sistemas de información. Además, la obra está inspirada en los pilares existentes y futuros de la actual era de la información que consta de cuatro pilares: cloud computing, información, Big Data, movilidad y medios sociales, social media. A lo que se les ha unido con gran intensidad en estos dos últimos años la fuerza o tendencia del Internet de las cosas, IoT o Internet de todas las cosas, Internet of everything.

**Vocabulario español actualizado de Iustecnología de la información** Emilio del Peso Navarro, 2012-01-04 Los avances tecnológicos han propiciado la aparición de nuevas palabras, la mayor parte de ellas anglicismos que es preciso conocer para poder manejarnos simplemente en el mundo que nos ha tocado vivir. Otras veces no son nuevas palabras sino algunas ya existentes pero a las que se cambia de significado, lo cual muchas veces dificulta a menudo su comprensión. Las leyes que regulan estos nuevos hechos suelen incluir un artículo o un anexo en los que se incorporan las definiciones de una serie de palabras que son usadas en la misma ley y cuyo alcance se lo repercute en esta. De ahí la importancia que tiene que las conozcamos. En este vocabulario español actualizado los autores han incluido las palabras que contienen en su articulado las principales leyes españolas y directivas comunitarias de Derechos de las Tecnologías de la Información y las Comunicaciones para un mejor conocimiento de aquellas. Asimismo se acompaña una amplia bibliografía sobre las Tecnologías de la Información.

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Diccionario de Negocios Oxford Sinda López,Donald Watt,2004 The ideal reference for conducting business in Spanish this latest edition features more than 50 000 words and phrases the most up to date coverage of the Internet and e commerce detailed treatment of all vocabulary items and thousands of example phrases Original **Yearbook of International Organizations** ,1999 **Haematologica (Rome, Italy)** ,1999 **Clickable Corporation** Jonathan Rosenoer,D. Armstrong,2000-07-24 En el vasto mundo del comercio por Internet antes de que otro sitio satisfaga las necesidades de su cliente con el click de un mouse es de vital importancia establecer una fuerte y cualitativa presencia y ahora mismo segun sostienen Jonathan Rosenoer Douglas Armstrong y J Russell Gates expertos de Arthur Andersen Web Dado el numero de clientes potenciales que estan conectados a la Red casi un millar de millones Internet es seguramente la mejor oportunidad y a la vez la peor amenaza para realzar negocios Rosenoer Armstrong y Gates brindan una version estrategica de casos de 25 conocidas empresas que operan en el comercio electronico entre ellas Federal Express y Dell Computer Destacan los ocho valores que se deben ofrecer a traves de un sitio en la Web conocimiento eleccion comodidad ventas a la medida del cliente ahorro comunidad entretenimiento y confianza Describen las habilidades de los empresarios para conquistar Internet y cristalizar las misiones metas y bienes de sus companias Jonathan Rosenoer es director del area de preparacion para el comercio electronico en a practica del control de riesgo de ordenadores en Arthur Andersen Ha

desarrollado en la ultima decada sistemas comerciales online Es el autor de Cyberlaw The Law of the Internet Douglas Armstrong es director en el area de marketing y comunicaciones digitales en Arthur Andersen Knowledge Enterprises Dirige las actividades de desarrollo comercial y de marketing para el virtual Learning Network SM los servicios de conocimiento electronico de Arthur Andersen que han sido merecedores de premios y dirige el diseno y el desarrollo de la Web para los sitios de Internet de la empresa J RussellGates es socio de Arthur Andersen en la oficina de Chicago Dirige a practica del control de riesgos de ordenadores en los Estados Unidos y es director internacional de las iniciativas de seguro y de la consultoria de riesgo del comercio electronico de Arthur Andersen Tambien ha contribuido con las polizas de seguros de Arthur Andersen relacionadas con el control de riesgo y las tecnologias de seguridad Las EMPRESAS del click Arthur Andersen,2000

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