



Gestión financiera de la empresa para el siglo XXI [

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text (article)

Analítica

In this moment the correct financial management make necessary to adopt by the professionals of the economy and the finance new values and attitudes, beside using new technologies and developing new and different management process. We are sure that the globalization, the ethics, the equanimity, the integration and the technology must be present in the decisions and actions that will develop the financial executives of the organizations of the 21st century. Opposite to the attitudes and the financial practices centred on the economic opulence, the egocentric process or on the exclusive local management, it is now necessary other experiences, other values and different actions in the finance area. The aim of the present work is to show some ideas that could be useful to the professionals to develop more efficiently the financial management of the organizations
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