

SOCIO-ECONOMIC ENVIRONMENT OF THE COMPANY AND THE NEED FOR COUNTABLE FINANCIAL INFORMATION

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***Abstract:** Within the framework of the European single market and its regulations, there is not any more a doubt that only the companies which will be able to thrive are those which, not only are in measurement, because they there are prepared, to make economic and financial decisions dynamic, but which, moreover, use all the tools placed at their disposal to detect in a precise way the points strong and weak their competitors in order to take an action aiming at a share of increasingly broad market. Countable the European harmonization of laws and the obligation to publish the annual statements (assessment, income statement, appendices) are two elements which facilitate the comparative analysis of the financial statements, mainly on the level of balance (or imbalance) financial, and of the performances carried out.*

Keywords: financial information, socio-economic environment.

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