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Health Information Management: Empowering Public HealthFinancial and Management AccountingManagement Accounting and ControlAccounting: An Introduction, 6/EInternational Encyclopedia of Hospitality Management 2nd editionManagement AccountingManagerial Accounting for Business DecisionsManaging ServicesKnowledge Management and Competitive Advantage: Issues and Potential SolutionsSouth African Human Resource ManagementManagement Accounting: Principles & ApplicationsAdvances in Management AccountingInnovative Mobile Platform Developments for Electronic Services Design and DeliveryHandbooks of Management Accounting Research 3-Volume SetManaging Health Services14th International Conference on Intellectual Capital Knowledge Management & Organisational LearningManagement AccountingInternational Encyclopedia of Hospitality ManagementManagement and Cost AccountingProceedings of the XIII International Symposium SymOrg 2012: Innovative Management and Business PerformancePlastic Surgery E-BookReview of Management Accounting ResearchReadings in Management AccountingServitization in IndustryServices MarketingAdvances in Accounting EducationManagement Control Systems and Cross-Cultural ResearchBreakeven AnalysisAdvanced Management AccountingFire and Emergency Services Administration: Management and Leadership PracticesLeading and Managing Health ServicesManagement Accounting For HealthcareHandbook of Management Accounting ResearchPowerEconomics of Grids, Clouds, Systems, and ServicesAdvances in Management AccountingManaging Public ServicesServices MarketingManagement AccountingEcosystem Services

Fire and Emergency Service Administration provides an overview of the organization and management of a fire department and the relationship of agencies to the fire service. This text is primarily designed for use in Fire Science, Emergency Medical, and Emergency Preparedness programs at both the Associate and Baccalaureate levels. It can be used for self study or as a supplemental text. As a college text, it would be of interest to students in Fire Administration I, Advanced Fire Administration, and Personal Management for the Fire Service courses, as outlined in the FESHE curriculum.

Explains how faculty members can improve their teaching methods or how accounting units can improve their curricula/programs.

This book constitutes the refereed proceedings of the 14th International Conference on Economics of Grids, Clouds, Systems, and Services, GECON 2017, held in Biarritz, France, in September 2017. The 10 full papers and 10 short papers presented together with 3 invited talks were carefully reviewed and selected from 38 submissions. This volume of the GECON 2017 proceedings has been structured in sections following the sessions that comprised the conference program: Pricing in Cloud and Quality of Service, Work in Progress on Service Management, Work in Progress on Business models and Community Cooperation, Work in Progress on Energy Efficiency and Resource Management, Resource Management, Edge Computing, Cloud Federation; and Work in Progress on Service Selection and Coordination.

The rapid increase in global services during the last few decades is without doubt one of the most challenging social, cultural, political, and especially economic, forces of our time. Services have supplanted agriculture, manufacturing and resources, as the primary source of international competitive advantage in many countries, providing wealth, employment, and almost unlimited future opportunities for growth, whether in traditional or more innovative forms. This book explores the strategic management of services through an Integrated Services Management Model which links operational, marketing, financial and human resource management functions, within a broad and diverse collection of international, regional, and local service contexts. It contains numerous case examples, student projects and exercises, designed to illustrate common problems and innovative approaches, with a particular focus on the Asia Pacific and Australasian regions.

Management Accounting is a comprehensive textbook with a focus on the essentials, designed to help students understand the basic concepts and practice underlying management accounting in a systematic manner. A balanced approach between theoretical and numerical aspects of the subject has been adopted to ensure ease and clarity in learning. The lucid writing, contents and organization of the chapters make the book eminently suitable for the undergraduate students of various Indian Universities.

This innovative new textbook firmly roots management accounting in management, placing the emphasis on the management accountant as a key member of the management team and the strategic business decision making process. Unique case studies and examples of worldwide practices illustrate how concepts and techniques are applied in real-world business situations. It explores how management accounting techniques are adapted and modified to support specific industries from energy to media sectors and covers topical issues such as: Environmental accounting Environmental auditing and ISO14001/EMAS The balanced scorecard Kaizen costing Target costing Social responsibility Features Integrates the most up-to-date and relevant research with a broad approach to management accounting. Presents compelling examples of 'real' organisations, exploring the interactions of management accounting in practice. Extends knowledge of management accounting concepts and techniques to how they can be used for strategic decision making and management control. Uses Excel to develop and apply solutions methods. Examines how management accounting techniques are adapted and modified to support specific industries from energy to media sectors. Covers topical issues such as activity-

based budgeting, the balanced scorecard, target costing, capacity planning, quality management, Six Sigma and performance measurement. Fully compliant with developments within the professional bodies such as CIMA and ACCA. Offers end-of chapter exercises to extend your critical thinking and applications of key concepts. Provides short case studies, so you can practise manipulating and analysing data. This is the ideal textbook for students studying management accounting at advanced undergraduate and postgraduate level.

Integrating all the management strategies and issues, such as recruitment, organisational performance, government policies and consumer needs, and placing these strategies into the context of the health industry, this second edition has been updated to include many more short case studies from the local region. Suitable both for students of health service management and practising health service managers, its focus is still on working with people and information within the context of the Australian health organisation.

Focussing squarely on the needs of today's business and non-specialist accounting students, the aim of this book is to set management accounting into a contemporary real world context, helping students to apply the theories they learn to management situations and to use clear thinking to obtain the best financial outcome. Proctor will assist the reader in the core areas of understanding the principles of management accounting, mastering the numerical aspects of the subject, interpreting the results and understanding the contribution management accounting can make to the management process. Frequently praised for the quality and clarity of writing, this book combines appropriate depth of coverage with a manageable size and a clear and uncluttered layout. It takes an explicitly managerial and practitioner perspective throughout and features really strong application to the real business world.

Features articles on a call for future research on management accounting service quality; budget ratcheting and performance; effect of trust-in-superior and trustfulness on budgetary slack; relationship between purposes of budget use and budgetary slack; strategic budgeting in public schools; and, more.

The 5th edition of Management Accounting: Principles and Applications helps students master the complexity of cost and management accounting. Using a clear, concise writing style, logical structure and current accounting standards, the text focuses on the information students need to complete their course.

"Services Marketing is well known for its authoritative presentation and strong instructor support. The new 6th edition continues to deliver on this promise. Contemporary Services Marketing concepts and techniques are presented in an Australian and Asia-Pacific context. In this edition, the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive world of services marketing. New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students. The strategic marketing framework gives instructors maximum flexibility in teaching. Suits undergraduate and graduate-level courses in Services Marketing."

A fundamental challenge that management faces in the twenty-first century is how to exercise adequate control, i. e. how to guide and direct the behaviour of their subordinates. With increasing globalisation firms witness a cross-cultural impact too. Of particular interest is the question of whether to use the standardized form of control similar to the home base of firms or whether to adapt their control practices to the local specificities. Given the meagre state of the literature in management control with a cross-cultural emphasis, this study addresses a real world problem, namely the question whether management control practices are configured similarly or differently across cultures. Relying on a generalized industry sample across four countries (Belgium, Canada, Germany and Poland), this study sought to shed light on one of the more intriguing questions - "does culture matter" - for specific control areas, in particular for performance measurement, performance evaluation and reward systems. The theoretical foundations are grounded in the cultural framework of the GLOBE project accompanied by thoughts of new institutionalism, stakeholder theory and contingency thoughts. Hypotheses are tested by mean comparisons (ANOVA, ANCOVA). The empirical findings highlight cultural differences for a broader set of control practices and deliver new insights into the intersection of culture and management control. This dissertation crafts a novel topic with high relevance for both researchers and practitioners. The study demonstrates areas for which management control practices should be adapted to the local needs and areas for which those practices could be harmonized in the whole company. This monograph stresses some areas in which future empirical cross-cultural research can benefit, and some areas where conceptual thoughts could be advanced.

Book & CD. This fourth edition makes it clear that all who are interested in the sustainability of South Africa -- and Africa -- must put human resource management (HRM) at the very core of the management of organisations generally. The content is aligned to outcomes that are geared towards analytical and critical thinking about the theory and practice of HRM in South Africa. The African context is addressed, and ample information about HRM aspects 'elsewhere in Africa' is provided. This edition breaks away even further from the traditional structure of so many standard HRM textbooks. It challenges a broadening of the 'agenda' and scope of HRM work: HRM is not only about managing employees, but also about managing the work and the people who do the work of and in organisations. This may involve alternative ways of getting the work of organisations done superiorly. This book will help you to apply HRM effectively to achieve its ultimate aim, namely to add value to people, to organisations and to society. This comprehensive book is organised around themes such as: Developing an appreciation for the context of HRM in South Africa; Strategising, designing and planning as preparatory HRM work; Sourcing work talent; Facing the countrys people empowerment challenge; Meeting the reward and care challenge; Handling labour and employee relations challenges; Championing change and transformation; Managing HRM-related information, including HRM and sustainability reporting. Based on most recent theoretical developments, the emphasis is on the practical applications. Samples of relevant documents are included, and an accompanying CD contains a wealth of

relevant resources as well as a continuing, integrating case study that serves as a basis for these applications, and individual and group activities. As a package, South African Human Resource Management will be extremely valuable to both current and aspirant managers, and human resource practitioners.

In the ever-growing world of technology, it is becoming more important to understand the developments of new electronic services and mobile applications. Innovative Mobile Platform Developments for Electronic Services Design and Delivery is a comprehensive look at all aspects of production management, delivery and consumption of e-services, self services, and mobile communication including business-to-business, business-to-consumer, government-to-business, government-to-consumer, and consumer-to-consumer e-services. This volume is perfect for the interest of professionals, academic educators, researchers, and industry consultants by providing the latest interdisciplinary research as a new platform for learning and research dissemination.

Accounting: an introduction by Atrill provides a clear and approachable introduction to accounting and finance for those seeking to understand the main concepts and their practical application to good decision-making.

Japan has achieved the world's highest life-expectancy under a universal health coverage system. The purpose of this book is to discuss effective management accounting methods for solving various issues now faced by the healthcare system in Japan (low birth-rate and aging society, issues in medical public finance, issues attendant to advancements of healthcare services, etc.). This book is written by Japanese researchers who are active and at the forefront of management accounting research for healthcare, such as Takami Matsuo, Kazunori Ito, Yutaka Kato, and so on. This book shows the actual use of cost information, cost-management, and management-control methods for healthcare organizations in Japan, and examines how to adopt management accounting methods used by companies in healthcare management, which would be a useful reference for future healthcare management in countries that might face similar issues as Japan in the future.

The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. There are 185 Hospitality Management degrees in the UK alone. This new edition updates and significantly revises twenty five per cent of the entries and has an additional twenty new entries. New online material makes it the most up-to-date and accessible hospitality management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from a sectoral level (lodging, restaurants/food service, time-share, clubs and events) as well as a functional one (accounting and finance, marketing, strategic management, human resources, information technology and facilities management). Its unique, user-friendly structure enables readers to find exactly the information they require at a glance - whether they require broad detail that takes a more cross-sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today.

Leading and Managing Health Services: An Australasian Perspective provides a comprehensive overview of leadership and management in health services with a particular focus on the Australasian context. This text aims to help students develop leadership and management skills, and to critically analyse the issues they will face in practical health service settings. The book features a contemporary approach to learning, in line with the Health LEADS Australia framework which focuses on five key leadership attributes: Leads self, Engages systems, Achieves outcomes, Drives innovations and Shapes systems. Further, it offers a rich pedagogy both in the text and companion website. Chapters include case studies to provide examples of management and leadership issues in healthcare settings, and a wealth of reflective, short answer and multiple-choice questions to extend student learning. Written by respected Australian academics and industry experts, this text will equip health professional students with practical skills to successfully manage change and innovation.

Despite the growing popularity of the concept of ecosystem services, policy makers and practitioners continue to struggle with the challenge of translating it into practice. Drawing on a range of interdisciplinary perspectives, this volume takes up the challenge to provide a framework for the effective implementation of simple concepts into complex ecosystem-related decision making. Addressing the measurement, valuation and governance of ecosystem services, the book is specifically designed to guide students and policy-makers from definitions and measurements to applications in terms of policy instruments and governance arrangements. Each chapter discusses key methodological approaches, illustrating their applications at various scales by drawing on case studies from around the world. Presenting a range of perspectives from across many fields, this text ultimately considers the crucial question of how ecosystem service delivery can be safeguarded for generations to come.

Management Accounting is part of the celebrations to mark CIMA's 90th anniversary in 2009. It looks at the development of cost and management accounting from the founding of the Institute to today. It considers a number of immediate challenges to management accountants and surveys a range of issues and challenges that will likely affect management accounting thought and practice in the future. The authors examine the possibilities for accountants to widen their focus and become more familiar with the enterprise technology determining their organisations' cost structures and with the effects of multiple production in various locations, such as economies or diseconomies of scale. Such change may require the alteration of traditional cost models used by accountants to become more nuanced. The book suggests how this may be accomplished and highlights the need for management accountants to work as part of management teams throughout the organisation as business partners rather than remain grounded in specialist information provision roles. Alnoor Bhimani is Professor of Management

Accounting at the London School of Economics. He is also a Certified Management Accountant as well as an author of 15 books and over 100 articles. Michael Bromwich was CIMA's Professor of Accounting and Financial Management at the London School of Economics and Political Science (1985 to 2006), now Emeritus. He is a Past President of CIMA (1987/88) and currently serves on CIMA's Technical Committee. A unique survey of 90 years of CIMA research Analyses the research to determine future challenges for management accounting and business practices Charts the history of management accountancy and business practice over nearly 100 years

This text provides an introduction to cost and management accounting for students. Using a case study approach, it illustrates day to day applications of principles.

This book summarizes the "interim result" of the servitization activities in manufacturing industries. While the early literature on servitization tended to stress only its advantages, more recently, scholars have also started to refer to the challenges associated with servitization. This book attempts to give a balanced picture of servitization. The book is structured in four parts: Part I introduces the topic by presenting the most recent academic discussion about servitization and uses an empirical analysis to show the degree of servitization across Europe. The results of this analysis are then compared to the discussion in the literature. This comparison highlights the existing discrepancies between the rather euphoric literature and the more skeptical practical experience. The second and third parts attempt to explain these discrepancies by taking as a starting point the assumption that servitization recommendations have to consider the heterogeneity of the manufacturing sector and the capabilities of the provider. Part II presents articles which analyze the specific characteristics of different sectors with their barriers and potentials and presents frameworks for a successful servitization of the core sectors in European manufacturing industries which include, e.g. aeronautics, automotive, ICT, chemical industries, pulp and paper industries and different engineering sectors. Part III focuses on companies' capabilities which are necessary for successful servitization. These include strategic management, marketing, organization, innovation, engineering, human resources, controlling, quality and networks. All the contributions in parts II and III add up to a detailed picture of servitization for sectors and functions and indicate the practical implications for enterprises in manufacturing industries. The fourth part concludes the book with a chapter summarizing the findings and giving an outlook of servitization in manufacturing industries, its challenges and future developments.

"Can be used to supplement any management or cost accounting text readings have been designed to accompany Anthony Atkinson['s] textbook, Management accounting, 6th ed., (Pearson Prentice Hall 2011)"--Pref.

Completely revised to meet the demands of today's trainee and practicing plastic surgeon, Principles, Volume 1 of Plastic Surgery, 4th Edition, features new full-color clinical photos, dynamic videos, and authoritative coverage of hot topics in the field. Editor-narrated PowerPoint presentations offer a step-by-step audio-visual walkthrough of techniques and procedures in plastic surgery. Offers evidence-based advice from a diverse collection of experts to help you apply the very latest advances in plastic surgery and ensure optimal outcomes. Provides updated coverage of: Digital technology in plastic surgery; Repair and grafting of fat and adipose tissue; Stem cell therapy and tissue engineering; and Treatment of Lymphedema

Power plays a central role in business and management. But what is power exactly, and what are key elements of this concept? Defining power as relative ability, this book discusses structures of power, individual power, the exercise of power, strategy, and collective power. While discussing these key components, ideas of important thinkers about power, from Plato to Foucault, Weber to Lukes, Machiavelli to Kahneman, Sun to Kotter, and Barnard to Clegg, are discussed and interpretively categorized into a toolbox of conceptual elements - what Blumer referred to as sensitizing concepts. This toolbox of sensitizing concepts allows the selection of those elements of the concept of power that provide the most constructive and effective practical understanding in particular situations. The core message behind the discussion is that knowledge of key components of the concept of power is empowering. It is empowering to learn about aspects of structures of power, individual power, the exercise of power, strategy, and collective power. Understanding such conceptual components empowers students, researchers, practitioners, and other readers to use their understanding in interpreting, theorizing about, and dealing with the complexities of power in their particular situations - without tying them to any preconceived general theories about power.

Management accounting has been the basic toolbox in business administration for decades. Today it is an integral part of all curricula in business education and no student can afford not to be familiar with its basic concepts and instruments. At the same time, business in general, and management accounting in particular, is becoming more and more international. English clearly has evolved as the "lingua franca" of international business. Academics, students as well as practitioners exchange their views and ideas, discuss concepts and communicate with each other in English. This is certainly also true for management accounting and control. Management Accounting is becoming more and more international. ?Management Accounting and Control? is a new textbook in English covering concepts and instruments of management accounting at an introductory level (primarily at the Bachelor level, but also suited for general management and MBA courses due to a strong focus on practical relevance). This textbook covers all topics that are relevant in management accounting in business organizations that are typically covered in German and Central European Bachelor courses on management accounting and control. After a general introduction to the field of management accounting and control the book discusses cost management as an extension of cost accounting. Typical cost management instruments such as target costing, life cycle costing and process-based costing approaches are explained in detail. Differences between Anglo-American activity-based costing (ABC) and German process-based costing are highlighted. The book then turns to an extensive discussion of planning and budgeting tasks in management accounting with a strong focus on the practical application of the topic such as developing a budget in practice. Another chapter is dedicated

to a comparison of traditional budgeting with modern /alternative budgeting approaches. A major part of the book is dedicated to the broad area of performance management. The relevance of financial statement information for performance management purposes is discussed in detail. In addition, the most widely spread financial performance indicators are illustrated using real-world examples. The book also includes detailed content on value-based management control concepts. In a consecutive chapter, performance measurement is linked with strategy while extensively discussing the Balanced Scorecard as a key tool in strategic performance management. The remaining parts of the book deal with management reporting as one of the main operative tasks in management accounting practice. The book closes with insight into new fields and developments that currently influence management accounting practices and research and promise to play an increasingly important role in the future.

Volume two of the Handbooks of Management Accounting Research consists of two groups of chapters. The first draw together research that has focussed on particular management accounting practices. The second set synthesise contributions to the literature that have been focussed within particular organisational contexts. Volume two concludes with a review of research on how management accounting practice and research varies around the world. Special pricing available if purchased as a set with Volume 1. Documents the scholarly management accounting literature Publishing both in print, and online through Science Direct International in scope

Volume 23 of Advances in Management Accounting features articles on a variety of current topics in management accounting that are relevant to researchers in both academe and practice. From its position as one of the premier management accounting research journals, the series is well poised to meet the needs of management accounting scholars.

The effective and efficient management of healthcare institutions is key to the successful development of national health systems. In an increasingly digital society, the skills involved in health information management become a primary factor in ensuring this development. Employment is projected to grow in all areas of healthcare, but especially in those related to information management, such as applied informatics, public health informatics and medical informatics. This book, Health Information Management: Empowering Public Health, aims to provide a clear and comprehensive introduction to the study and development of health information management. It is designed for use by university and vocational courses to train allied health professionals. It can also be used as an in-service training tool for new healthcare-facility personnel, for those working in government healthcare institutions, independent billing and health assurance services, or individually by health information specialists. The book describes health information management, and explains how it merges the fields of health care and information technology. Readers will learn logical thinking and communication, and will be introduced to the organizational processes in healthcare institutions, as well as finding out how to organize and analyze health care data; accurately record, store and assess health data; use an electronic patient record system; and provide statistical analysis and interpret the results. The book will be of interest to all those wishing to gain a better insight into what is involved health information management, and to all those studying the subject.

"This book examines current research in support of knowledge management by focusing on how knowledge resources can be used to create and sustain competitive advantages, combining imitation and innovation theories"--Provided by publisher.

This book explores innovations in public management, including establishing a corporate vision, strategizing an organization and change management. Chapters provide a valuable frame of reference for the 21st-century manager of public services by assessing the renewal of existing practices such as strategic costing, performance management, digitization and procurement and innovations in management practices, including branding, Lean Management, resilience and risk management. The book suggests that, as the management of public services is imbued with financial, social, economic and political uncertainties, management needs to be flexible and responsive to new ideas and practices to fulfil its purpose. This book ultimately supports the reflective manager, those who think about their job and are open to new ideas on how their job can be done better, by revisiting existing practices and examining innovations in public management. Enriched with real-life cases and thought-provoking discussion questions, this is the ideal textbook for reflective, open-minded advanced students of public management and actual, or aspiring, reflective managers in public services.

The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. This new edition updates and significantly revises 25% of the entries and has an additional 20 new entries. New online material makes it the most up-to-date and accessible Hospitality Management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from both a sectoral level: Lodging, Restaurants/Food service, Time-share, Clubs and Events as well as a functional one: Accounting & Finance, Marketing, Strategic Management, Human Resources, Information Technology and Facilities Management. Its unique user-friendly structure enables readers to find exactly the information they require at a glance; whether they require broad detail which takes a more crosssectional view across each subject field, or more focused information which looks closely at specific topics and issues within the hospitality industry today.

Winner of the Management Accounting section of the American Accounting Association notable contribution to Management Accounting Literature Award Volume One of the Handbook of Management Accounting Research series sets the context for the Handbooks, with three chapters outlining the historical development of management accounting as a discipline and as a

practice in three broad geographic settings. Volume Two provides insights into research on different management accounting practices. Volume Three features contributions from some of the most influential researchers in various areas of management accounting research, consolidates the content of volumes one and two, and concludes with examples of management accounting research from around the world. Volumes 1, 2 and 3 are also available as individual product. * ISBN Volume 1: 978-0-08-044564-9 * ISBN Volume 2: 978-0-08-044754-4 * ISBN Volume 3: 978-0-08-055450-1 * Three volumes of the popular Handbooks of Management Accounting Research series now available in one complete set * Examines particular management accounting practices and specific organizational contexts * Adopts a global perspective of management accounting practices Award: "Winner of the Management Accounting section of the American Accounting Association notable contribution to Management Accounting Literature Award."

This eighth edition retains all of the classic features that have contributed to the book's success: clarity of expression, the focus on the accounting equation, student activities and real-life commentaries running through each chapter, and the inclusion of the Safe and Sure Annual Report as an example of a listed company. Written by an expert teacher in Accounting, the eighth edition of this well-respected text retains all the features that have contributed to the book's popularity: focus on the accounting equation, an even greater range of student activities throughout each chapter, a clear and accessible writing style, and extensive use of real-world case studies. With a strong emphasis on the 2018 Conceptual Framework of the International Accounting Standards Board, *Financial & Management Accounting: An Introduction* guides students in understanding the 'why' and not just the 'what' of financial and management accounting. Key features: Definitions and terminology are aligned with the 2018 IASB Conceptual Framework Fully up-to-date with the International Financial Reporting Standards (IFRS) New case studies giving examples from real-world companies Activities aligned to each section of a chapter to encourage students to explore and consider issues from different angles Expanded for this edition, experience-driven conversations between two managers are included throughout, updated with an even more practical emphasis Coverage on fair value throughout Exploration of the Strategic Report and Directors' Report Focuses on specific knowledge outcomes, with end-of-chapter self-evaluation Questions are graded according to difficulty to test student understanding *Financial & Management Accounting: An Introduction* is a core textbook for undergraduates on Business Studies degrees, undergraduates on Accounting courses, students studying accounting for MBA and postgraduate courses, and professional courses where accounting is introduced for the first time. Visit www.pearsoned.co.uk/weetman for a suite of resources to accompany this textbook, including: A companion website for students, containing multiple choice questions to enable you to test your knowledge A complete solutions guide for lecturers PowerPoint slides for each chapter for lecturers.

This book explains the vocabulary of cost-volume-profit (breakeven) analysis (CVP), explores the breadth of applications of CVP, and illustrates the use of CVP concepts in a broad range of management and marketing scenarios. The book examines the proper identification of a 'unit', the various formulations of breakeven, profit planning using the breakeven formulas, and the application of CVP in sensitivity analysis. Each chapter will offer several important ingredients for a practical 'how to' approach: the type of data needed, the formula, how to calculate and interpret the math, a specific example followed by a brief review of the assumptions and limitations of that method.

Written from a European perspective, this book demonstrates how services firms can create value by marketing. Divided into five parts, it includes case studies and "Services Marketing in Action" boxes. Aimed at final year marketing students, it is also useful for practitioners who work in the area of services management and marketing.

Barcodes 533310-15 ordered as part of a set on ID 7495803.

Over the years there has been an accumulation of extensive research in management accounting. The traditional management accounting role of cost determination and financial control has been challenged and shifted to a more 'sophisticated' role of creating value through the development of 'new' management accounting techniques and practices. This book thoroughly reviews emerging issues of management accounting research. Each issue is reviewed by experts to explain the core concept, development, current criticisms and controversies and concludes by identifying future avenues for further research. Issues covered include the transformation of the management accounting function, strategic management accounting, environmental management accounting, balanced scorecard, performance management in non-profit organizations, inter-organizational performance measurement practices between supply chain partners, beyond budgeting, activity-based approach, target costing and throughput accounting.

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