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Cost Management A Strategic Emphasis 3rd Edition

Tony C. Adkins

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Management accountants should have a key role to play in developing and executing pricing strategy and policy However their historical focus on costing and operations means that their potential as business partners with marketing and sales professionals is easily overlooked This book focuses on how management accountants can help key stakeholders in the formulation and execution of pricing policy and conversely on showing managers responsible for pricing decisions how they could be helped by management accountants It equips management accountants with a unique overview of pricing theory the practical quantitative techniques they should know and the value they can bring to the pricing function The book analyses segmentation value to customer price value maps segmental pricing product differentiation and dynamic pricing with traditional economic theory showing how these ideas have implications for management accountants and the value that they can bring to the business Differences in customer value have been integral to economic theory for decades and price discrimination the technique of charging different prices to different customers for the same or similar goods is well established This observation provides the central core of this book The methods of price discrimination are set out in detail showing how management accountants can bring their analytical skills to bear in helping executives and pricing professionals take advantage of differences in customer valuation to improve profits The book provides a thorough overview of the field and offers a good introduction for researchers and students Equally the book shows managers marketers and pricing professionals how management accountants can assist them in delivering better pricing practice Management: A Strategic Emphasis ISE Edward Blocher, Paul Juras, Steven Smith, 2024-04-09 Selected Studies on Economics and Finance Mehmet Serdar Ercis, Turgut Bayramoğlu, A. Alkan Çelik, 2018-07-27 Due to increased capital movements and the development of information technologies economics and finance have recently become an area of interest for everyone This book provides information on selected topics related to economics and finance for anyone who is interested in economics and finance In addition theoretical knowledge is provided for the different subjects in academic studies For this reason this study which consists of 22 chapters has selected different topics on the agenda Cost Management: A Strategic Emphasis Edward Blocher, David Stout, Gary Cokins, 2009-09-23 Cost Management A Strategic Emphasis by Blocher Stout Cokins is the first cost accounting text to offer integrated coverage of strategic management topics in cost accounting The text is written to help students understand more about management and the role of cost accounting in helping an organization succeed This text aims to teach management concepts and methods also to demonstrate how managers use cost management information to make better decisions and improve their organization s competitiveness In teaching these key management skills the text takes on a strategic focus It addresses issues such as How does a firm compete What type of cost management information is needed for a firm to succeed How does the management accountant develop and present this information This text helps students learn why when and how cost information is used to make effective decisions that lead a firm to success CMA/CFM Review .2004 CMA Review ,2005 Cases in Cost Management John K. Shank, 2001

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