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revised edition of the authors managerial accounting 2017

the emphasis of managerial accounting global edition 9e is on teaching students to use accounting information to best manage an organization in a practice hilton pioneered in the first edition each chapter is written around a realistic business or focus company that guides the reader through the topics of that chapter this new global edition now highlights international focus and contrast companies known for balanced examples of service retail nonprofit and manufacturing companies hilton platt offers a clear engaging writing style that has been praised by instructors and students alike as in previous editions there is significant coverage of contemporary topics such as activity based costing target costing the value chain customer profitability analysis and throughput costing while also including traditional topics such as job order costing budgeting and performance evaluation

the emphasis of managerial accounting 10th edition is on teaching students to use accounting information to best manage an organization in a practice hilton pioneered in the first edition each chapter is written around a realistic business or focus company that guides the reader through the topics of that chapter known for balanced examples of service retail nonprofit and manufacturing companies hilton platt offers a clear engaging writing style that has been praised by instructors and students alike as in previous editions there is significant coverage of contemporary topics such as activity based costing target costing the value chain customer profitability analysis and throughput costing while also including traditional topics such as job order costing budgeting and performance evaluation

thought provoking and accessible in approach this updated and expanded second edition of the managerial accounting creating value in a dynamic business environment provides a user friendly introduction to the subject taking a clear structural framework it guides the reader through the subject s core elements a flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts this succinct and enlightening overview is a required reading for advanced graduate level students we hope you find this book useful in shaping your future career feel free to send us your enquiries related to our publications to info risepress pw rise press

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this book is designed to meet the needs of cfo's accounting and financial professionals interested in leveraging the power of data driven customer insights in management accounting and financial reporting systems while academic research in marketing has developed increasingly sophisticated analytical tools the role of customer analytics as a source of value creation from an accounting and finance perspective has received limited attention the authors aim to fill this gap by blending interdisciplinary academic rigor with practical insights from real world applications readers will find thorough coverage of advanced customer accounting concepts and techniques including the calculation of customer lifetime value and customer equity for internal decision making and for external financial reporting and valuation beyond a professional audience the book will serve as ideal companion reading for students enrolled in undergraduate graduate or mba courses

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adopting a multidisciplinary approach this book examines the interaction between esg strategies and value creation it highlights how sustainability is a wide ranging concept capable of engaging the social sciences

in various ways firstly the study analyses how esg initiatives can enhance value creation using a framework inspired by strategic cost management then it takes an ethical perspective by investigating the ethics washing phenomenon associated with the irresponsible use of artificial intelligence furthermore the focus is on the integration of esg factors into risk management and performance measurement systems through the lens of management accounting and on the interplay between corporate social responsibility and tax avoidance moreover the book proposes a constitutionally oriented reading of corporate sustainability from a legal standpoint it also includes the perspective of financial companies exploring the role of administrative controls in fostering banks commitment to sustainability the study focuses also on an organizational perspective by exploring how human resource management can support esg strategies finally the research underlines the corporate model società benefit to examine its effect on default risk

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this book is about championing a move away from simply evaluating physical assets to understanding and evaluating the intangible value of an entity it means moving beyond economic theory to reprioritise and change the organisation so that further value can be created via processes systems measures skills knowledge and strategy it is also about mapping the intangible value chain the book looks at value networks and using real life projects asks questions such as what do company value networks look like how are they used to create value how can one value the value chain what lessons can be learnt from companies with high value networks as opposed to companies with low value networks what is the impact on finance disciplines processes measures systems and skills these answers to these questions as provided by the case studies and interviews with cfos from the companies involved will help to improve focus improve shareholder value improve transparency both internally and externally cut waste in the current decision support structure and prevent inadequate decision making and lost opportunity

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