



Strategic Business Planning for Accountants: Methods, Tools and Case Studies

By Professor Dimitris N Chorafas

ELSEVIER SCIENCE TECHNOLOGY, United Kingdom, 2006. Paperback. Book Condition: New. 229 x 160 mm. Language: English . Brand New Book. This book examines the practice of strategic business planning, including its functions, methods, tools, and the way in which they are employed. It does so in a practical way through case studies, which help in demonstrating how to innovate in order to overcome obstacles and cover new and evolving challenges. The book is divided into six parts: part 1 focuses on the strategic plan, as master plan of the enterprise; part 2 covers the management functions whose able execution makes the difference between success and failure: forecasting, planning, organizing, staffing, directing, and controlling; part 3 demonstrates that modern accounting rules, promoted by IFRS and US GAAP, not only assist in strategic financial planning but also provide a solid basis for management supervision and control; and, part 4 brings your attention the fact that costs matter. Strategic business plans that pay little or no attention to cost factors are doomed. Part 5 addresses the issues associated with strategic products and markets. These range from research and development to market research, product planning, the able management of marketing functions, and sales effectiveness...



READ ONLINE
[2.82 MB]

Reviews

A brand new e-book with a new viewpoint. I actually have read and so i am certain that i am going to gonna read again once more later on. I am quickly could get a pleasure of studying a published ebook.

-- **Anastasia Kerluke**

A brand new eBook with a brand new standpoint. It can be rally fascinating throug reading through time. I am happy to let you know that this is the greatest ebook i have go through within my very own daily life and can be he best book for at any time.

-- **Leanne Cremin**

Relevant eBooks



[Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One](#)

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...



[Genuine the book spiritual growth of children picture books: let the children learn to say no the A Bofu \(AboffM\)\(Chinese Edition\)](#)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-02-01 Pages: 33 Publisher: Chemical Industry Press Welcome Our service and quality to your satisfaction. please tell your...



[Sarah's New World: The Mayflower Adventure 1620 \(Sisters in Time Series 1\)](#)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for girls. Sisters in Time Series. Age 8-12,...



[31 Moralistic Motivational Bedtime Short Stories for Kids: 1 Story Daily on Bedtime for 30 Days Which Are Full of Morals, Motivations Inspirations](#)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Reading to children is a wonderful activity and past time that both parents and teachers enjoy. Seeing their rapt, excited...



[Read Write Inc. Phonics: Blue Set 6 Storybook 9 a Box Full of Light](#)

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 194 x 160 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1, 2 and 3...



[Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.