



Activity Based Costing for Indian Industries

By N.M. Panda

Mittal Publications, New Delhi, 1999. N.A. Book Condition: New. Xiv+150pp This Book Explains The Conceptual Framework Of Activity-Based Costing And Demonstrates How ABC Information Can Be Gainfully Utilised As A Powerful Tool For Continuous Rethinking And Dramatic Improvement Of Not Only The Products And Services But Also Processes And Market Strategies, Taking The Micro-Economic View-Point Examines Productivity For Managerial Action Across A Sample Of Firms Through Questionnaire Technique, Following A Macro-Economic Viewpoint Examines The Potential Of ABC For Indian Industries Given Size And Direction Of Certain Economic Factors, Provides A Systematic Approach To Implementation Of ABC By Indian Companies. The Book Will Be Useful To Those Who Are Interested In Having Proper Understanding About The Conceptual Framework And Practical Application Of ABC, Particularly Management Accounting Professionals And Students Of Icai, Icai, M.Com And MBA Programmes.



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