



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...



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