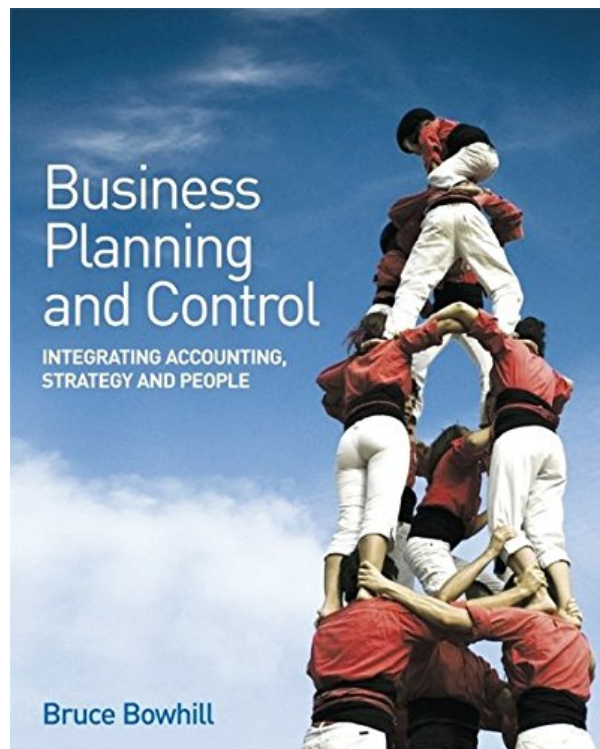
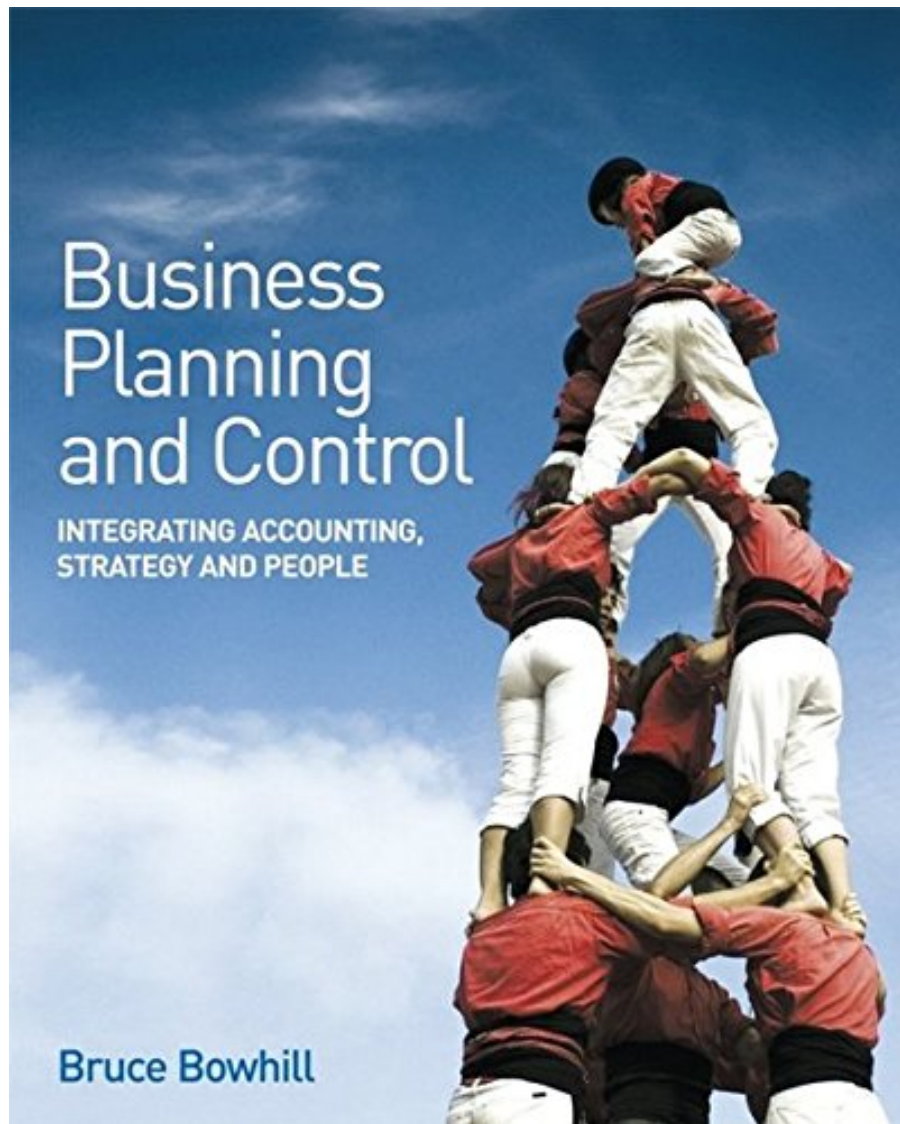


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FEATURES:

- Provides an integrative approach to business planning and control
- Includes a specific focus on the design of planning and control systems
- Considers key techniques of strategic management
- Uses management accounting techniques for operational, managerial and strategic purposes
- Provides case study information to form a thematic thread throughout the text.

Business Planning and Control is an indispensable text for both undergraduate and postgraduate students taking modules related to management accounting and business planning and control. Practising managers will also find this book provides an alternative to many traditional management accounting and business planning texts.

About the Author

Bruce Bowhill is Principal Lecturer and Director of Postgraduate Accounting Programmes at Portsmouth Business School. Having worked in both service and manufacturing organizations, he is particularly interested in the role of accounting information in organizations.

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