



Management Accounting: Information for Decision-Making and Strategy Execution (6th Edition)

By Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young

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Management Accounting: Information for Decision-Making and Strategy Execution explains how business managers can estimate and manage the cost and profitability of their products and customers. This text also covers how managers use financial and nonfinancial information to improve processes, design and develop new products, and motivate employee performance.

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About the Author

Dr. S. Mark Young heads the entertainment business program at the University of Southern California's Marshall School of Business and is the author of five books.

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