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KEY=MOWEN - BLACK JAKOB

Managerial Accounting: Asia-Pacific Edition

Cengage AU Managerial Accounting is characterised by a strong pedagogical framework and a dynamic and practical approach that directly demonstrates how students can develop their careers in real life. The text introduces students to the underlying concepts and applications of management accounting tools based on the traditional allocation approach and absorption costing method, and uses [Staircase] exercises in each chapter to build knowledge and help learners to link the content between chapters as they progress through the book. This title uses easy-to-understand, student-friendly language, uncomplicated examples, a logical discussion of concepts that matches student learning processes, and clear visual explanations that support student understanding.

Business Intelligence and Performance Management

Theory, Systems and Industrial Applications

Springer Science & Business Media During the 21st century business environments have become more complex and dynamic than ever before. Companies operate in a world of change influenced by globalisation, volatile markets, legal changes and technical progress. As a result, they have to handle growing volumes of data and therefore require fast storage, reliable data access, intelligent retrieval of information and automated decision-making mechanisms, all provided at the highest level of service quality. Successful enterprises are aware of these challenges and efficiently respond to the dynamic environment in which their business operates. Business Intelligence (BI) and Performance Management (PM) offer solutions to these challenges and provide techniques to enable effective business change. The important aspects of both topics are discussed within this state-of-the-art volume. It covers the strategic support, business applications, methodologies and technologies from the field, and explores the benefits, issues and challenges of each. Issues are analysed from many different perspectives, ranging from strategic management to data technologies, and the different subjects are complimented and illustrated by numerous examples of industrial applications. Contributions are authored by leading academics and practitioners representing various universities, research centres and companies worldwide. Their experience covers multiple disciplines and industries, including finance, construction, logistics, and public services, amongst others. Business Intelligence and Performance Management is a valuable source of reference for graduates approaching MSc or PhD programs and for professionals in industry researching in the fields of BI and PM for industrial application.

Management Accounting

South Western College Publishing Prepare your students to perform at their best with the latest streamlined and reorganized edition of this innovative managerial accounting text. Hansen/Mowen's MANAGERIAL ACCOUNTING, 8E reflects the latest developments in managerial accounting today with a strong decision-making approach that integrates unmatched coverage of contemporary topics, such as strategic cost analysis, ABC, and quality cost management, with traditional coverage of issues such as job order and process costing. Unique, full chapters on environmental accounting and lean accounting further highlight cutting-edge concepts. A wealth of actual business examples throughout this edition include more service-oriented situations to mirror the shift toward the service industry in the economy today. A new emphasis on ethics prepares students for CPA and CMA exams. You'll find more variety and stronger end-of-chapter problems and exercises that correspond directly to AACSB and CMA standards to ensure student understanding in these important areas. A new, outcomes-driven CengageNOW online teaching and learning system saves you time and offers the ultimate flexibility in planning, managing, and grading your course with personalized learning paths to ensure stronger student performance and ongoing satisfaction with your managerial accounting course.

Cornerstones of Managerial Accounting

South Western Educational Publishing Discover the managerial accounting text written to complement the way you study and learn! CORNERSTONES OF MANAGERIAL ACCOUNTING, 3E, INTERNATIONAL EDITION uses a unique framework to show you the key concepts, or Cornerstones, of accounting. As you come to understand these fundamental calculations, you will develop critical problem-solving skills to make real business decisions.

Modern ERP: Select, Implement, and Use Today's Advanced Business Systems

Lulu.com Modern ERP can be used in an undergraduate or graduate enterprise resource planning systems course or to support an ERP module in information systems, accounting, business, or supply chain courses. This third edition continues to be vendor-agnostic and has been substantially revised to keep pace with advances in the ERP marketplace. New topics include cloud computing, mobility, and business analytics, while ERP security, ERP risk management, databases, and supply chain have been expanded. Innovative graphics and ERP screenshots have been incorporated to further aid in the learning process.

Cost Management

Cengage Learning Gain an understanding of the principles behind cost accounting and its importance in organizational decision making and business today with the unique, reader-friendly approach in Hansen/Mowen/Heitger's COST MANAGEMENT, 5E. This edition addresses functional-based cost and control and, then, activity-based cost systems - giving you the skills to navigate any cost management system. Updates address emerging developments, including the role of data analytics in cost management today. An entire new chapter also examines global issues, such as virtual currency and blockchain. This edition's approach is tailored to the way you learn. Structured examples from familiar companies emphasize the real-world applications and relevance of what you are learning. Clear explanations review the concepts behind each equation or topic, detailing the hows, whys and what-ifs. Integrated CNowv2 resources provide additional computerized exercises and problems for practice and review. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Mining Machines and Earth-Moving Equipment

Problems of Design, Research and Maintenance

Springer Nature This book presents central problems in the design, research and maintenance of large-size mining machines for open pits, mobile earth-moving machinery, hydraulic hammers for mining and civil engineering, and screening processes for bulk materials. It brings together the insights of numerous respected academics to offer a thorough and multifaceted overview of the topic. The first few chapters of the book deal with specific problems that frequently occur in machinery for open-pit mining. They focus on the resilience of large-size mining machines, degradation of steels used for supporting structures, and modelling of large-size rotary joints, as well as the noise hazards in connection with degradation processes. The book then moves on to discuss problems arising in earth-moving machinery, such as new approaches to the assessment of operation and maintenance, dynamic loads in front-end loader booms, and synchronic transfer of power from the engine to the driven wheels. The book concludes by discussing hydraulic hammers for mining and civil engineering, and screening processes for bulk materials that combine a vibroscreen with additional feed elements. The book is primarily intended for undergraduate and graduate mechanical engineering courses, but will also be of interest to researchers and mechanical engineers.

Lean Thinking

Banish Waste And Create Wealth In Your Corporation

Simon and Schuster Lean Thinking was launched in the fall of 1996, just in time for the recession of 1997. It told the story of how American, European, and Japanese firms applied a simple set of principles called 'lean thinking' to survive the recession of 1991 and grow steadily in sales and profits through 1996. Even though the recession of 1997 never happened, companies were starving for information on how to make themselves leaner and more efficient. Now we are dealing with the recession of 2001 and the financial meltdown of 2002. So what happened to the exemplar firms profiled in Lean Thinking? In the new fully revised edition of this bestselling book those pioneering lean thinkers are brought up to date. Authors James Womack and Daniel Jones offer new guidelines for lean thinking firms and bring their groundbreaking practices to a brand new generation of companies that are looking to stay one step ahead of the competition.

Financial Management for Nurse Managers and Executives - E-Book

Elsevier Health Sciences Covering the financial topics all nurse managers need to know and use, this book explains how financial management fits into the healthcare organization. Topics include accounting principles, cost analysis, planning and control management of the organization's financial resources, and the use of management tools. In addition to current issues, this edition also addresses future directions in financial management. Nursing-focused content thoroughly describes health care finance and accounting from the nurse manager's point of view. Numerous worksheets and tables including healthcare spreadsheets, budgets, and calculations illustrate numerous financial and accounting methods. Chapter opener features include learning objectives and an overview of chapter content to help you organize and summarize your notes. Key concepts definitions found at the end of each chapter help summarize your understanding of chapter content. Suggested Readings found at the end of each chapter give additional reading and research opportunities. NEW! Major revision of chapter 2 (The Health Care Environment), with additions on healthcare reform, initiatives to stop paying for hospital or provider errors, hospice payment, and funding for nursing education; plus updates of health care expenditure and pay for performance; provide a strong start to this new edition. NEW! Major revision of chapter 5 (Quality, Costs, and Financing), with updates to quality-financing, Magnet organizations, and access to care, provides the most up-to-date information possible. NEW! Reorganization and expansion of content in chapter 15 (Performance Budgeting) with updated examples better illustrates how performance budgeting could be used in a pay-for-performance environment. NEW! Major revision of the variance analysis discussion in chapter 16 (Controlling Operating Results) offers a different approach for computation of variances that is easier to understand. NEW! Addition of comparative effectiveness research to chapter 18 (Benchmarking, Productivity, and Cost Benefit and Cost Effectiveness Analysis) covers a recently developed approach informs health-care decisions by providing evidence on the effectiveness of different treatment options. NEW! Addition of nursing intensity weights, another approach for costing nursing services, to chapter 9 (Determining Health Care Costs and Prices), lets you make decisions about what method works best for you.

Cornerstones of Cost Management

Cengage Learning Hansen/Mowen's CORNERSTONES OF COST MANAGEMENT demonstrates the dynamic, exciting nature of cost accounting in today's changing business environment. The text first covers functional-based cost and control and then activity-based cost systems, giving students the understanding and skills to manage any cost management system. Cornerstones examples throughout each chapter provide students with step-by-step coverage of the How, Why, and What Ifs of solving and mastering basic cost management concepts, while also getting at the conceptual understanding that students often struggle to grasp. It includes CPA-Type Exercises in each chapter that have been taken directly from past CPA Exams or have been written by the authors to prepare students for their futures in business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Essentials of Nursing Research

Appraising Evidence for Nursing Practice

This eighth edition of Essentials of Nursing Research, written by AJN awardwinning authors, along with its accompanying Study Guide for Essentials of Nursing Research, student learning ancillaries, and instructor teaching materials present a unique learningteaching package that is designed to teach students how to read and critique research reports, and to appreciate the application of research findings to nursing practice. New to this edition: New text organization with separate sections on quantitative and qualitative research offer greater continuity of ideas to better meet the needs of students and faculty. New online chapter supplements for every chapter expand student's knowledge of research topics New chapter on mixed methods research, which involves the blending of qualitative and quantitative data in a single inquiry, responds to the surge of interest in this type of research Increased emphasis on evidencebased practice (EBP) especially in the areas of asking wellworded questions for EBP and searching for such evidence guides the reader from theory to application. Enhanced assistance for instructors with numerous suggestions on how to make learning aboutand teachingresearch methods more rewarding.

Consumer Behavior

Pearson Education India

Managerial Accounting: The Cornerstone of Business Decision-Making

Cengage Learning MANAGERIAL ACCOUNTING, 7E shows readers how managerial accounting plays an essential role in helping today's managers make effective business decisions for their companies. This edition has been revised with an emphasis on showing students "Here's How It's Used." This unique learning approach along with relevant examples encourages and enables students to develop a deeper understanding of managerial accounting and its implications for business. Readers learn why managerial accounting is important, what it is, where managerial information comes from and how it is best used to make strong business decisions. This edition even explores emerging topics of interest to today's readers, such as sustainability, quality cost, lean accounting, international accounting, enterprise risk management, and forensic and fraud accounting. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Cornerstones of Cost Management

Cengage Learning Hansen/Mowen's CORNERSTONES OF COST MANAGEMENT, 4E demonstrates the dynamic nature of cost accounting in today's changing business environment. The book covers functional-based cost and control, and then activity-based cost systems, giving students the skills to manage any cost management system. Developed using extensive research on student learning behavior, this book presents concepts in a unique format that speaks to how students learn. Cornerstones examples in each chapter emphasize the How, Why, and What-Ifs of basic cost management concepts, while delving into the conceptual nature of each equation or topic. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Techniques of Social Influence

The psychology of gaining compliance

Routledge Every day we are asked to fulfil others' requests, and we make regular requests of others too, seeking compliance with our desires, commands and suggestions. This accessible text provides a uniquely in-depth overview of the different social influence techniques people use in order to improve the chances of their requests being fulfilled. It both describes each of the techniques in question and explores the research behind them, considering questions such as: How do we know that they work? Under what conditions are they more or less likely to be effective? How might individuals successfully resist attempts by others to influence them? The book groups social influence techniques according to a common characteristic: for instance, early chapters describe "sequential" techniques, and techniques involving egotistic mechanisms, such as using the name of one's interlocutor. Later chapters present techniques based on gestures and facial movements, and others based on the use of specific words, re-examining on the way whether "please" really is a magic word. In every case, author Dariusz Dolinski discusses the existing experimental studies exploring their effectiveness, and how that effectiveness is enhanced or reduced under certain conditions. The book draws on historical material as well as the most up-to-date research, and unpicks the methodological and theoretical controversies involved. The ideal introduction for psychology graduates and undergraduates studying social influence and persuasion, Techniques of Social Influence will also appeal to scholars and students in neighbouring disciplines, as well as interested marketing professionals and practitioners in related fields.

Advanced Nutrition and Dietetics in Gastroenterology

John Wiley & Sons Advanced Nutrition and Dietetics in Gastroenterology provides informative and broad-ranging coverage of the relation between nutrition and diet and the gastrointestinal tract. It explores dietary factors involved in causation of a variety of gastrointestinal disorders, as well as the effects on diet and the treatments available. It also provides an overview of anatomy and physiology, measurement and assessment of function, and dietary components relevant to gastrointestinal health. ABOUT THE SERIES Dietary recommendations need to be based on solid evidence, but where can you find this information? The British Dietetic Association and the publishers of the Manual of Dietetic Practice present an essential and authoritative reference series on the evidence base relating to advanced aspects of nutrition and diet in selected clinical specialties. Each book provides a comprehensive and critical review of key literature in its subject. Each covers established areas of understanding, current controversies and areas of future development and investigation, and is oriented around six key themes: •Disease processes, including metabolism, physiology, and genetics •Disease consequences, including morbidity, mortality, nutritional epidemiology and patient perspectives •Nutritional consequences of diseases •Nutritional assessment, drawing on anthropometric, biochemical, clinical, dietary, economic and social approaches •Clinical investigation and management •Nutritional and dietary management •Trustworthy, international in scope, and accessible, Advanced Nutrition and Dietetics is a vital resource for a range of practitioners, researchers and educators in nutrition and dietetics, including dietitians, nutritionists, doctors and specialist nurses.

Managerial and Cost Accounting

Bookboon

Human Cytomegalovirus

Springer Science & Business Media This volume has gathered some of the experts in the field to review aspects of our understanding of CMV and to offer perspectives of the current problems associated with CMV. The editors and authors hope that the chapters will lead to a better understanding of the virus that will assist in the development of new and unique antivirals, a protective vaccine, and a full understanding of CMV's involvement in human disease.

Accounting for Decision Making and Control

Nature-Based Solutions to Climate Change Adaptation in Urban Areas

Linkages between Science, Policy and Practice

Springer This open access book brings together research findings and experiences from science, policy and practice to highlight and debate the importance of nature-based solutions to climate change adaptation in urban areas. Emphasis is given to the potential of nature-based approaches to create multiple-benefits for society. The expert contributions present recommendations for creating synergies between ongoing policy processes, scientific programmes and practical implementation of climate change and nature conservation measures in global urban areas. Except where otherwise noted, this book is licensed under a Creative Commons Attribution 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>

Managerial Accounting (16th Edition)

Guan Li Kuai Ji (Ying Wen Ban Yuan Shu Di 16 Ban)

Consumer Behaviour PDF eBook

A European Perspective

Pearson Higher Ed Consumer Behaviour: A European Perspective 6th Edition by Michael R. Solomon, Gary J. Bamossy, Søren T. Askegaard and Margaret K. Hogg Now in its sixth edition, Consumer Behaviour: A European Perspective provides a fully comprehensive, lively and engaging introduction to the behaviour of consumers in Europe and around the world. This text offers a cutting-edge overview of consumer behaviour and is ideal for second and third year undergraduates as well as master's students. The book links consumer behaviour theory with the real-life problems faced by practitioners in many ways: Marketing opportunity, Marketing pitfalls and Multicultural dimensions boxes throughout the text illustrate the impact consumer behaviour has on marketing activities. Consumer behaviour as I see it boxes feature marketing professionals talking about the relevance of consumer behaviour issues to their everyday work. Brand new Case studies about European companies and topics give deep insights into the world of consumer behaviour. New coverage of sustainable consumption, emerging technologies, social media and online behaviour is woven throughout this edition. Online materials including multiple-choice questions and links to useful websites are available on the book's website at www.pearsoned.co.uk/solomon About the authors Michael R. Solomon, Ph.D., joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in 2006, where he also serves as Director of the Center for Consumer Research. He is also Professor of Consumer Behaviour at the Manchester Business School, The University of Manchester. In addition to this book, he is also the co-author of the widely used textbook, Marketing: Real People, Real Decisions. Gary J. Bamossy, Ph.D., is Clinical Professor of Marketing at the McDonough School of Business, Georgetown University, in Washington D.C. Søren Askegaard, Ph.D., is Professor of Marketing at the University of Southern Denmark, Odense. Margaret K. Hogg, Ph.D., is Professor of Consumer Behaviour and Marketing in the Department of Marketing at Lancaster University Management School.

Atlas Shrugged

Penguin Peopled by larger-than-life heroes and villains, charged with towering questions of good and evil, Atlas Shrugged is Ayn Rand's magnum opus: a philosophical revolution told in the form of an action thriller—nominated as one of America's best-loved novels by PBS's The Great American Read. Who is John Galt? When he says that he will stop the motor of the world, is he a destroyer or a liberator? Why does he have to fight his battles not against his enemies but against those who need him most? Why does he fight his hardest battle against the woman he loves? You will know the answer to these questions when you discover the reason behind the baffling events that play havoc with the lives of the amazing men and women in this book. You will discover why a productive genius becomes a worthless playboy...why a great steel industrialist is working for his own destruction...why a composer gives up his career on the night of his triumph...why a beautiful woman who runs a transcontinental railroad falls in love with the man she has sworn to kill. Atlas Shrugged, a modern classic and Rand's most extensive statement of Objectivism—her groundbreaking philosophy—offers the reader the spectacle of human greatness, depicted with all the poetry and power of one of the twentieth century's leading artists.

A Cognitive Psychology of Mass Communication

Routledge In this fifth edition of A Cognitive Psychology of Mass Communication, author Richard Jackson Harris continues his examination of how our experiences with media affect the way we acquire knowledge about the world, and how this knowledge influences our attitudes and behavior. Presenting theories from psychology and communication along with reviews of the corresponding research, this text covers a wide variety of media and media issues, ranging from the commonly discussed topics - sex, violence, advertising - to lesser-studied topics, such as values, sports, and entertainment education. The fifth and fully updated edition offers: highly accessible and engaging writing contemporary references to all types of media familiar to students substantial discussion of theories and research, including interpretations of original research studies a balanced approach to covering the breadth and depth of the subject discussion of work from both psychology and media disciplines. The text is appropriate for Media Effects, Media & Society, and Psychology of Mass Media coursework, as it examines the effects of mass media on human cognitions, attitudes, and behaviors through empirical social science research; teaches students how to examine and evaluate mediated messages; and includes mass communication research, theory and analysis.

Strategic Management

Concepts and Cases, Global Edition

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Making Healthy Places

Designing and Building for Health, Well-being, and Sustainability

Island Press The environment that we construct affects both humans and our natural world in myriad ways. There is a pressing need to create healthy places and to reduce the health threats inherent in places already built. However, there has been little awareness of the adverse effects of what we have constructed-or the positive benefits of well designed built environments. This book provides a far-reaching follow-up to the pathbreaking Urban Sprawl and Public Health, published in 2004. That book sparked a range of inquiries into the connections between constructed environments, particularly cities and suburbs, and the health of residents, especially humans. Since then, numerous studies have extended and refined the book's research and reporting. Making Healthy Places offers a fresh and comprehensive look at this vital subject today. There is no other book with the depth, breadth, vision, and accessibility that this book offers. In addition to being of particular interest to undergraduate and graduate students in public health and urban planning, it will be essential reading for public health officials, planners, architects, landscape architects, environmentalists, and all those who care about the design of their communities. Like a well-trained doctor, Making Healthy Places presents a diagnosis of--and offers treatment for--problems related to the built environment. Drawing on the latest scientific evidence, with contributions from experts in a range of fields, it imparts a wealth of practical information, with an emphasis on demonstrated and promising solutions to commonly occurring problems.

Urbanization, Biodiversity and Ecosystem Services: Challenges and Opportunities

A Global Assessment

Springer Urbanization is a global phenomenon and the book emphasizes that this is not just a social-technological process. It is also a social-ecological process where cities are places for nature, and where cities also are dependent on, and have impacts on, the biosphere at different scales from local to global. The book is a global assessment and delivers four main conclusions: Urban areas are expanding faster than urban populations. Half the increase in urban land across the world over the next 20 years will occur in Asia, with the most extensive change expected to take place in India and China Urban areas modify their local and regional climate through the urban heat island effect and by altering precipitation patterns, which together will have significant impacts on net primary production, ecosystem health, and biodiversity Urban expansion will heavily draw on natural resources, including water, on a global scale, and will often consume prime agricultural land, with knock-on effects on biodiversity and ecosystem services elsewhere Future urban expansion will often occur in areas where the capacity for formal governance is restricted, which will constrain the protection of biodiversity and management of ecosystem services

Ethology and Behavioral Ecology of Sea Otters and Polar Bears

Springer Nature Sea otters and polar bears are carnivorous marine mammals that still resemble their terrestrial ancestors. Compared with Cetacea (whales and dolphins), Sirenia (dugongs and manatees), and Pinnipedia (seals, sea lions, and walrus), they are less adapted for an aquatic life and the most recently evolved among marine mammals. Sea otters are amphibious but seldom come ashore, and polar bears primarily occur on sea ice or along the shore. When at sea, both species spend most of their time swimming at the surface or making short, shallow dives when foraging or pursuing prey. Indeed, polar bears rarely pursue seals in water. Nevertheless, polar bears are powerful swimmers and will stalk seals from the water. As with many other large carnivores, they are solitary hunters. Although sea otters are gregarious and form aggregations at sea called rafts, they are primarily asocial. Except during mating, the principal interaction among sea otters occurs between a female and offspring during the six-month dependency period. In large carnivores (e.g., wolves and lions) that feed on ungulates, sociality and cooperation are favored because of the need to capture large prey and defend carcasses. Polar bears, which are the largest terrestrial carnivore, are solitary hunters of seals and are neither gregarious nor social. Males and females briefly associate during courtship and mating. During this time, males aggressively compete for females. At other times, males generally avoid each other except for aggregations of males that form while summering on land, and females with cubs avoid males, which are known for infanticide. As with sea otters, the interaction of polar bears outside of mating occurs between a female and her offspring during the 2-3 year dependency period. This interaction is critically important when altricial cubs are born in the winter den. This book provides new insight into the ethology and behavioral ecology of sea otters and polar bears. Each chapter reviews the discoveries of previous studies and integrates recent research using new techniques and technology. The authors also address historic and current anthropogenic challenges for their survival as climate change alters entire marine ecosystems.

The Dynamics of Persuasion

Communication and Attitudes in the 21st Century

The Dynamics of Persuasion provides a comprehensive and up-to-date introduction to persuasive communication and attitude change. Offering a thorough discussion of classic and contemporary theories of persuasion, this text explores the structure and functions of attitudes, consistency between attitude and behavior, and issues in attitude measurement. Examining persuasion through media, interpersonal, and psychological lenses, author Richard M. Perloff systematically investigates the impact of persuasive communication on attitudes toward a variety of topics, including health, politics, and racial prejudice. In addition to presenting persuasion theory and research, he provides numerous examples of persuasion in action, demonstrating the role of persuasion research in everyday life. Written in a highly accessible and clear style, The Dynamics of Persuasion serves to: introduce the social science perspective on persuasion enhance understanding of persuasion theories and research highlight the major issues discussed in the field of persuasion research explore the complexities and subtleties in the dynamics of everyday persuasion raise awareness about the ethics of contemporary persuasion. New to this edition are: 2008 election examples interspersed throughout the text focused discussions on compliance-gaining and negative advertising examples of strong attitude, such as the pros and cons of using animals in research. Complimented by a Companion Website (www.routledge.com/textbooks/dynamicsofpersuasion4e) with resources for students and instructors, The Dynamics of Persuasion is an engaging text appropriate for advanced courses on persuasion in communication, psychology, marketing, and sociology. In its exploration of the dynamics of persuasive communication, it illuminates the powerful effects persuasion has in contemporary society and enhances understanding of this ubiquitous communicative strategy.

Consumer Behaviour

Prentice Hall This edition takes into account the research from Australia available through bodies such as ANZMAC and Australasian Marketing Journal. It provides an explanation of what consumer behaviour variables are and the types and importance of each.

Maximum Influence

The 12 Universal Laws of Power Persuasion

AMACOM How would you like to be able to read anyone instantly? Get people to trust you instinctively? Change minds easily? Convince anyone to give you almost anything? These "powers" are not unobtainable Jedi mind tricks but are actual skills that everyday people can discover and develop within themselves--today! The secret lies in the 12 Laws of Persuasion. Author and leading authority on persuasion, motivation, and influence Kurt Mortenson has studied the traits, habits, and mindsets of master influencers for over 20 years and has formed what he calls the 12 Laws of Persuasion, which anyone can master and put to work for themselves. These laws include: • The law of dissonance • The law of contract • The law of expectation • The law of esteem • The law of obligation • And more! In Maximum Influence, readers will learn why each law works, how to use each one, and what to avoid in carrying it out. Complete with new case studies and cutting-edge influencing techniques, this invaluable, must-have resource provides the keys to mastering the crucial tool anyone must develop and utilize in order to find success and prosperity--influence!

Cost Accounting

Creating a Value for Management, Ready Notes

McGraw-Hill College

Cost Management: Accounting and Control

Cengage Learning COST MANAGEMENT emphasizes that changing conditions often require a change in systems. Emphasizing this point stresses the dynamic and exciting nature of the field. By taking a systems approach -- one that first covers functional-based cost and control and then activity-based cost systems -- students understand how to understand and manage any cost management system. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Management Accounting for Business Decisions

Cengage Learning Aimed at non-accounting management students, this textbook offers a thorough introduction to management accounting, approaching the subject from a managerial perspective, without sacrificing accuracy or detail.

Religion and Crime: Theory, Research, and Practice

MDPI This book is a printed edition of the Special Issue "Religion and Crime: Theory, Research, and Practice" that was published in Religions

Boundaries of Adult Learning

Routledge Until relatively recently, adult learning in the UK was largely recognised as being situated mainly within the LEA adult education centre, university extra-mural departments and the WEA. However, this picture has changed. The major change has been a shift from 'education' to 'learning' as the key organising concept. A greater range of settings are now recognised as sites producing learning, and alongside this has grown a debate about the purpose and form of study within adult learning. This has led people to question both the concept of adult learning and the boundaries of its provision. This book reviews and assesses the changes which are taking place. It explores the disputes surrounding adult learning, discussing how boundaries have blurred thereby creating new opportunities such as APL and credit transfer, and including a significantly wider range of activities within the definition of learning. It also assesses the extent to which, despite the changes in boundaries, inequalities in learning opportunities still persist.

Sm, Managerial Accounting

Arden Shakespeare

CP0708 Management Accounting

Introduction to Managerial Accounting

McGraw-Hill College Introduction to Managerial Accounting by Folk/Garrison/Noreen is based on the market-leading text, Managerial Accounting, by Garrison and Noreen. However, this is not simply a briefer book with chapters removed; it has been rethought and retooled to meet the needs demanded by the market: a more accessible, yet thorough student-friendly text that satisfies the basic needs of the managerial accounting student without unnecessary depth on advanced topics associated with the follow-up course, cost accounting/cost management. Faculty and students alike will find this new text has retained the hallmark features of the Garrison/Noreen text: author-written supplements; excellent readability; terrific examples; thorough, relevant, and balanced end of chapter material. In sum, this is a book instructors can count on!

An Attributional Theory of Motivation and Emotion

Springer Science & Business Media For a long time I have had the gnawing desire to convey the broad motivational significance of the attributional conception that I have espoused and to present fully the argument that this framework has earned a rightful place alongside other leading theories of motivation. Furthermore, recent investigations have yielded insights into the attributional determinants of affect, thus providing the impetus to embark upon a detailed discussion of emotion and to elucidate the relation between emotion and motivation from an attributional perspective. The presentation of a unified theory of motivation and emotion is the goal of this book. My more specific aims in the chapters to follow are to: 1) Outline the basic principles that I believe characterize an adequate theory of motivation; 2) Convey what I perceive to be the conceptual contributions of the perspective advocated by my colleagues and me; 3) Summarize the empirical relations, reach some definitive conclusions, and point out the more equivocal empirical associations based on hypotheses derived from our particular attribution theory; and 4) Clarify questions that have been raised about this conception and provide new material for still further scrutiny. In so doing, the building blocks (if any) laid down by the attributional conception will be readily identified and unknown queries of present and future peers can then better determine the value of this scientific product.