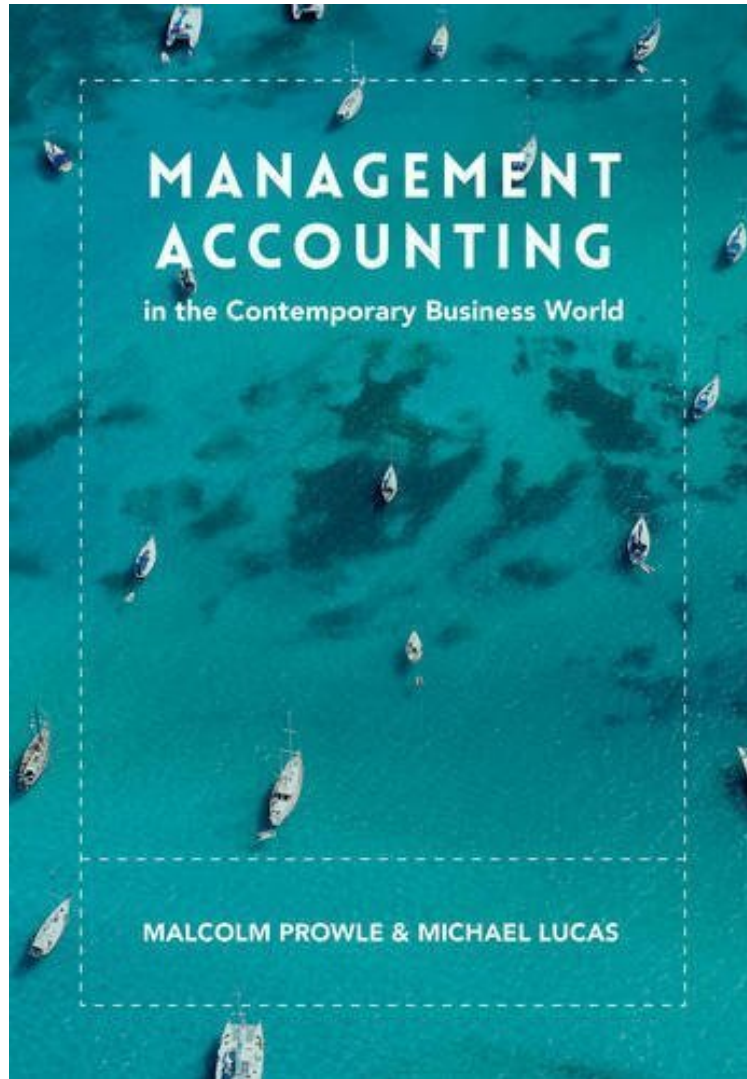


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# Management Accounting in the Contemporary Business World

*Malcolm Prowle, Michael Lucas*

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Management Accounting in the Contemporary Business World explores the nature of the changes businesses have had to contend with in the past thirty years or so, and the influence this has had on management accounting. These changes include the shift from manufacturing to services, the increased role of technology, complex supply chains and production flow, and the deregulation of markets. Management Accounting in the Contemporary Business World

offers: \* in-depth discussions on the role of management accounting in strategy \* insight into how management accounting techniques are used in managerial processes \* detailed coverage of modern costing and cost management approaches \* real-world case studies to illustrate important aspects of management accounting practice. Aimed at upper-level undergraduate and postgraduate students who want to understand the operational, tactical and strategic aspects of management accounting, this book will be an invaluable tool.

'Management Accounting in the Contemporary Business World is instrumental in defining the role of management accounting within the modern corporation. Highlighting the importance of culture, hierarchy and structure, Management Accounting in the Contemporary Business World makes it clear how the business environment and the entity of the institution have evolved, what their place is in the moving spectrum of business opportunity in the 21st century and demonstrates the relevance of management accounting to companies in this new and challenging situation. Often criticised for being outdated, the practice of management accounting is here thrust to the fore of business decisions on all levels and is shown by the authors to be a crucial area of knowledge for those with any interest in the area of business leadership and management.' James Brown, Edinburgh Napier University, UK 'This is a very well organised and written book. Unlike most management accounting textbooks, it attempts to provide a solid foundation on the nature, structure and operations of contemporary business organisations. The book can be used flexibly. For example, parts 1 and 2 are suitable for undergraduate accounting and finance students. On the other hand, parts 2 and 3 will be excellent resources for postgraduate programs business students who have exposure to real world businesses, such as MBA students. The entire book can also be an excellent reference for practicing accountants to refresh their management accounting concepts.' Belete Jember Bobe, Deakin University, Australia 'The world of business has changed phenomenally over the last thirty to forty years, but many management accounting textbooks have stayed the same covering basic accounting concepts in the manufacturing sector. Prowle and Lucas have met the changes in the business world head on and produced a textbook that successfully addresses the complex management accounting problems and issues arising from the global business environment in which accountants must now operate. This book is a great read with contemporary business examples from across the world and will provide an easy source of reference on your bookshelf for many years.' Lynne Barrow, Hull University Business School, UK 'At last an accountancy book that acknowledges, explains and demonstrates the opportunities for companies and individuals to totally integrate accountancy in the strategically-led businesses of today. Malcolm Prowle and Michael Lucas demonstrate in this book how today's accountancy practices must match the requirements created by the swing from a manufacturing to a service-driven UK economy.' Ted Berry, Chairman Gallant Group, UK

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