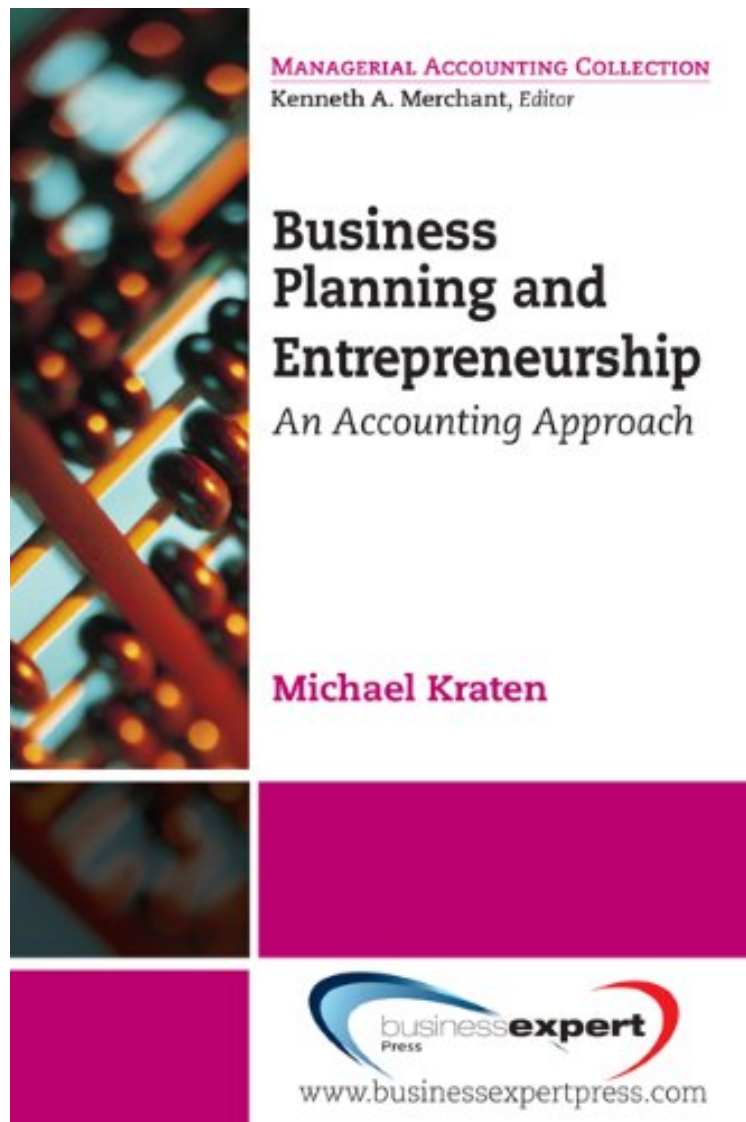


[E-BOOK] Business Planning and Entrepreneurship: An Accounting Approach (Managerial Accounting Collection)

Business Planning and Entrepreneurship: An Accounting Approach (Managerial Accounting Collection)

Michael Kraten

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#3857001 in eBooks 2010-02-01 2010-02-01 File Name: B0149MBYCM | File size: 24.Mb

Michael Kraten : Business Planning and Entrepreneurship: An Accounting Approach (Managerial Accounting Collection) before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Planning and Entrepreneurship: An Accounting Approach (Managerial Accounting Collection):

This book will focus on the fundamental steps of business planning within a managerial accounting framework, those being: (a) the business model, (b) volume and process flow, (c) product and service costing, (d) revenue and pricing, and (e) investment value. It will also use the core principles of risk management to address challenges that inevitably arise whenever situations fail to unfold according to plan.

About the AuthorDr. Kraten has spent the past 14 years as co-founder and President of Enterprise Management Corporation, a consulting firm with centers of excellence in negotiation, entrepreneurship, and social policy. He has also spent the past 4 years as an accounting professor at the Sawyer Business School of Suffolk University in Boston. Prior to co-founding EMC, Dr. Kraten was a management consulting partner in the New York City offices of BDO Seidman. He previously worked for 8 years in the auditing, accounting, and consulting divisions of Deloitte Touche, and previously taught at the University of Massachusetts and the University of Connecticut.