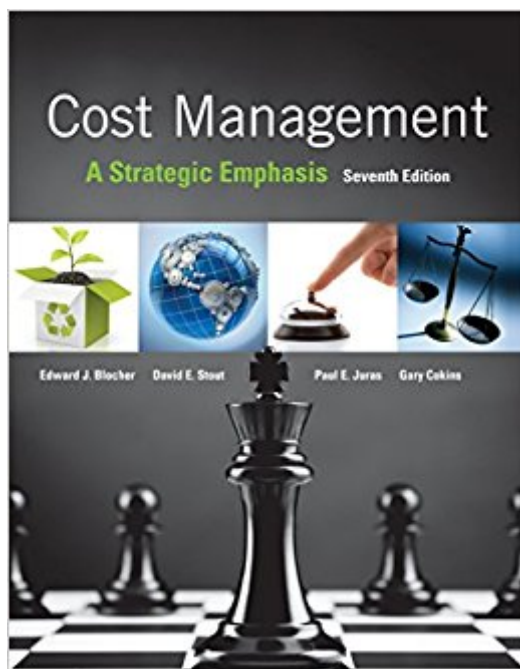


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# Cost Management: A Strategic Emphasis



## Synopsis

Note: Access code is not included physically, only accessed through the URL link mentioned at the back cover of the book. *Cost Management: A Strategic Emphasis*, by Blocher/Stout/Juras/Cokins is dedicated to answering the question: *Why Cost Management?* Blocher et al. provide the cost-management tools and techniques needed to support an organisation's competitiveness, improve its performance, and help the organisation accomplish its strategy. The text is written to help students understand the broader role of cost accounting in helping an organisation succeed - and not just the measurement of costs. While the text does include coverage of traditional costing topics (e.g., job-order costing, process costing, service-department cost allocations, and accounting for joint and by-products), its primary strength is the linkage of these topics, as well as more contemporary topics, to an organisation's strategy. This message is reinforced by a dynamic author team, all four of whom have close ties to current cost management practice. New to the 7th edition is McGraw-Hill Connect, a digital teaching and learning platform for homework completion and review that helps improve student performance over a variety of critical outcomes while aiding instructor grading and assessment efficiency. Housed within Connect, SmartBook is an adaptive study tool that helps identify specific topics and learning objectives individual students need to study. As students read, SmartBook assesses comprehension and dynamically highlights where they need to focus more. The result is that students are more engaged with course content, can better prioritize their time, and come to class ready to participate.

## Book Information

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## Customer Reviews

Gary M. Cokins, CPIM, is an internationally recognized expert, speaker, and author in advanced

cost management and performance improvement systems. He has received CAM-I's Robert A. Bonsack Award for Distinguished Contributions in Advanced Cost Management and was the lead author of the highly regarded *An ABC Manager's Primer* (Irwin, IMA, CAM-I, 1992).

Horrible textbook. Homework problems have little basis in the text, making it extremely difficult to complete them. Had to turn to outside sources (namely, Google).

The content is exactly the same as the hardcover version. Great. If you are considering buying the international version, don't be worried anymore about its content.

This book met my expectations...which were not set that high. Do the authors really have to write out lists and lists of things in paragraph form? If they were bulleted I would not have to reread the sentences to figure out what they are talking about. By the time I am done reading the list sentence I have dozed off or forgot what the list is about. Not liking this book at all. This book was required for my class.

The subject matter of this book isn't too complicated yet somehow this text manages to overcomplicate the subject matter that can otherwise be conveyed more simply. No way I would have purchased unless absolutely required.

The best Accounting book I have ever read. This is applied accounting at its finest. They made it extremely easy to apply Value Chain Analysis, Cost Analysis, and various other methods to my workplace. I expect a promotion for all of my hard work! Haha. This is the only textbook I have needed for a class that I haven't immediately sold back. I could get a decent chunk of change selling this, but it's so applicable to my job that I can't part with it!

The book is not for beginners, the English used is certainly more about writing what could be written in ten words but written in twenty. Aside from that, the book contains great tools if one is looking to learn, enhance their knowledge about making solid, good business decisions.

If you love Cost Accounting as much as I do, you won't be able to put this nonstop thriller down!

Bought this book because it was required for my MBA class. Rent it or get the international copy if

you can. The international and the American versions have the exact same content. Even the exercises and problems are numbered the same. I'm glad I paid \$60 for this copy and not the \$250 American version.

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