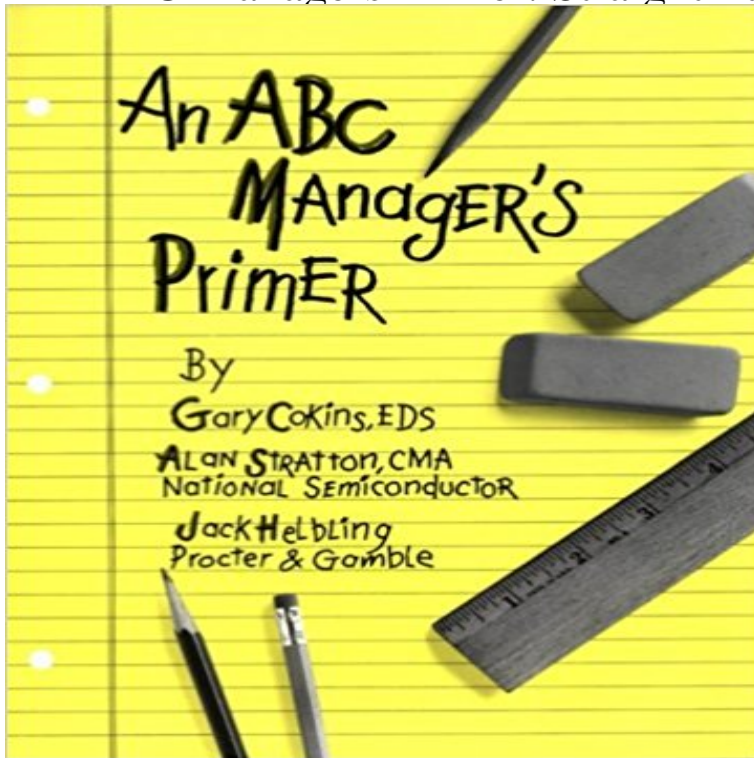


An ABC Managers Primer: Straight Talk on Activity-Based Costing



In the last decade, every type of manager has wrestled with the concept of activity-based costing--what it means, how it works in their own companies (as well as how it works for the competition), and how they should be using the information this new cost-measurement method provides. This book takes the mystique out of activity-based costing and helps managers begin taking advantage of its benefits right away. An excellent group-training tool or self-teaching guide.

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