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Autore	Atrill Peter
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Nota di contenuto	Cover -- Contents -- Preface -- How to use this book -- Acknowledgments -- 1 INTRODUCTION TO MANAGEMENT ACCOUNTING -- INTRODUCTION -- Learning outcomes -- WHAT IS THE PURPOSE OF A BUSINESS? -- HOW ARE BUSINESSES ORGANISED? -- HOW ARE BUSINESSES MANAGED? -- 1 Establish mission, vision and objectives -- 2 Undertake a position analysis -- 3 Identify and assess the strategic options -- 4 Select strategic options and formulate plans -- 5 Perform, review and control -- THE CHANGING BUSINESS LANDSCAPE -- WHAT IS THE FINANCIAL OBJECTIVE OF A BUSINESS? -- BALANCING RISK AND RETURN -- WHAT IS MANAGEMENT ACCOUNTING? -- HOW USEFUL IS MANAGEMENT ACCOUNTING INFORMATION? -- PROVIDING A SERVICE -- Further qualities -- WEIGHING UP THE COSTS AND BENEFITS -- MANAGEMENT ACCOUNTING AS AN INFORMATION SYSTEM -- IT'S JUST A PHASE -- WHAT INFORMATION DO MANAGERS NEED? -- REPORTING NON-FINANCIAL INFORMATION -- INFLUENCING MANAGERS' BEHAVIOUR -- REAPING THE BENEFITS OF INFORMATION TECHNOLOGY -- FROM BEAN

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Sommario/riassunto

It has never been more important for businesses to operate within a framework of strategic planning and decision making. This popular text teaches you how to make the best choices in managerial and other business roles. Please note that the product you are purchasing does not include MyAccountingLab. MyAccountingLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyAccountingLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyAccountingLab to accelerate your learning? You need both an access card and a course ID to access MyAccountingLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyAccountingLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyAccountingLab (ISBN:9781292072531) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to www.myaccountinglab.com to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit www.pearsoned.co.uk/relocator.

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Nota di contenuto	The first readers -- The changing song -- Enlightened readers -- The science of translation -- Recent readings -- Conclusions -- Epilogue.

Sommario/riassunto

This 2004 book traces the changing interpretation of troubadour and trouvere music, a repertoire of songs which have successfully maintained public interest for eight centuries, from the medieval chansonniers to contemporary rap renditions. A study of their reception therefore serves to illustrate the development of the modern concept of 'medieval music'. Important stages include sixteenth-century antiquarianism, the Enlightenment synthesis of scholarly and popular traditions and the infusion of archaeology and philology in the nineteenth century, leading to more recent theories on medieval rhythm. More often than now, writers and performers have negotiated a compromise between historical research and a more imaginative approach to envisioning the music of troubadours and trouveres. This book points not so much to a resurrection of medieval music in modern times as to a continuous tradition of interpreting these songs over eight centuries.
