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Nota di contenuto	Preface -- 1. Introduction -- 2. Cost accounting and control -- 3. Financial accounting and analysis -- 4. Marketing management -- 5. Conclusions -- Notes -- References -- Index.
Sommario/riassunto	Engineering managers and professionals make long and lasting impact in industry by regularly initiating and completing technology-based projects, as related to new product development, new service innovation or efficiency-centered process improvement, or both, to create strategic differentiation and operational excellence for their employers. They need certain business fundamentals that enable them to make decisions, based on both technology and business perspectives, leading to new or improved product/service offerings, which are technically feasible, economically viable, marketplace acceptable, and customer enlightening. Peter Drucker said, "Making good decisions is a crucial skill at every level." This book consists of three sets of business fundamentals. The chapter "Cost Accounting and Control" discusses service and product costing, activity-based costing to define overhead expenses, and risk analysis and cost estimation under uncertainty. The chapter "Financial Accounting and Analysis" delineates the key financial statements, financial analyses, balanced scorecard, ratio analysis, and capital asset valuation, which includes operations, opportunities, and acquisition/mergers. The chapter

"Marketing Management" reviews marketing functions, marketing forecasting, marketing segmentation, customers, and other factors affecting marketing in making value-adding contributions.

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